

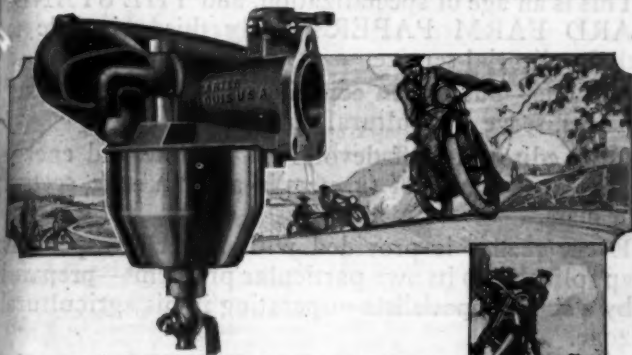
PRINTERS' INK

Registered U. S. Patent Office
A JOURNAL FOR ADVERTISERS
185 Madison Avenue, New York City

VOL. CXII, No. 2

NEW YORK, JULY 8, 1920

10c A COPY



Advertising Speed and Power to Motorcyclists

WHEN the Carter Carburetor Company of St. Louis had perfected a carburetor for motorcycles, one that overcame former disadvantages, that gave riders more power, more speed and more gas mileage—they put the problem of telling their story in the hands of Advertising Headquarters.

The Carter fills a long felt want for a real motorcycle carburetor and it has been our pleasure to tell riders, dealers and manufacturers of motorcycles everywhere about it. The results have exceeded our own expectations as well as those of our client.

N. W. AYER & SON

ADVERTISING HEADQUARTERS
PHILADELPHIA

NEW YORK

BOSTON

CLEVELAND

CHICAGO

A Specialized Editorial Service

This is an age of specialization, and THE STANDARD FARM PAPERS apply this principle to their editorial service.

Not one—but **fifteen editorial offices** located at key points, serve agricultural America.

Each editorial staff devotes all its time and energy to meet the needs of farmers in a given state, section or class.

Every reader is provided with material especially applicable to its own particular problems—**prepared by a staff of specialists**—operating in his agricultural zone.

THE STANDARD FARM PAPERS in reality constitute a country-wide medium, rendering a specialized editorial service to over 1,150,000 leader farm homes.

And 1,120,000 are located in the 28 states producing over 70% of our annual farm income.

The Standard Farm Market

(Over 1,150,000 Farm Homes)

The Breeder's Gazette
Established 1881

Wallace's Farmer
Established 1895

The Ohio Farmer
Established 1848

The Wisconsin Agriculturist
Established 1877

Prairie Farmer, Chicago
Established 1841

Pennsylvania Farmer
Established 1880

The Michigan Farmer
Established 1843

Pacific Rural Press
Established 1870

The Farmer, St. Paul
Established 1882

Hoard's Dairyman
Established 1870

Progressive Farmer
Established 1886
Birmingham, Raleigh
Memphis, Dallas

The Nebraska Farmer
Lincoln, Neb.

Western Representatives
STANDARD FARM PAPERS, INC.,
Conway Building, Chicago



Eastern Representatives
WALLACE C. RICHARDSON, INC.,
381 Fourth Ave., New York City

All Standard Farm Papers are members of the A. B. C.

July 8, 1920

PRINTERS' INK

Registered U. S. Patent Office

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VOL. CXII

NEW YORK, JULY 8, 1920

No. 2

Should Competing Brands Be Sold by the Same Organization?

When the "Absorbed" Company Retains Its Original Identity It Is More Likely to Survive Than When Two or More Competing Products Are Sold By the Same Organization

By Clinton Fitch

[EDITORIAL NOTE: When an advertiser buys up a competitor it is always a problem to us whether or not the organization and the brands of the absorbed company should be continued. This is a nice question in policy that is not always easy to answer. Mr. Fitch (this is his pen-name) is general manager of a company that has considerable experience in selling competitive brands successfully. He, therefore, discusses the subject with authority.]

SUPPOSING you were the manufacturer of the best X machine in the country and there was another X machine which a goodly part of the public, mistakenly of course, seemed to think was just as good as yours. And supposing you coveted the sales and the profits of the second machine and negotiated for the purchase of the other company, lock, stock and barrel. And supposing one fine day you got what you wanted—

What would you do with it?

Would you let your new acquisition run along, as before, with its own organization, its own president, its own sales force, its own advertising department, its own outlook on life, its own foibles, its own queer methods of doing things, its own little thrusts at your old company, etc.? In short, would you let it retain its individuality and life?

Or would you say to yourself: That's a woeful waste, that big salary list. I am president in fact, why should I pay Smith that big wad of money for being a

figurehead? And that sales force! It's costing me thousands every year, and what for? Simply to trail my old sales force around, ringing the same door-bells, giving the same purchasing agents good cigars, more or less, and for what?—to take business away from my old machine! And the advertising department! Why should I spend thousands to teach the public to like that other machine better than my old machine? Of course if they *want* the other machine I will not object to their buying it, for I get their money anyway. But why spend good money to *make* them want it? Absolute waste. I'll just lop off a lot of this extra expense. My sales force can sell both machines just as well as not. Of what good is this joining of interests if it doesn't save money?

Which course would you adopt?

As hypothetical questions go, the one just asked isn't very long. It isn't so imposing by several thousand words as some of those propounded in the famous Thaw case; but in the commercial world it is much more important and it is ever present when great purchases of the kind are made.

By every consideration of "figgers" you could do nothing else but adopt the course which would make one blade of grass do the lawn work which two did before.

But have you ever observed

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what has actually happened in real life?

For we are not without observable experiences in the premises.

A certain manufacturer of a well-known office device bought out two competing machines and obeyed that impulse to be efficient and save money. The purchased models have practically disappeared. One could hardly say, in this case, that one plus two made three. The laws of arithmetic have been defied and one plus two has made only one, and not much bigger a one, if any, than the old one.

A few years ago several typewriter companies enjoyed separate and distinct patronages. Then one of them took over the others and tried to sell them with its own sales force. The absorbed ones have all but disappeared from the market. It is interesting to note that this company followed the opposite policy in Europe and allowed two of the purchased companies to retain their complete individuality. It seems hardly due to mere coincidence that the business on these two makes of machines has grown and prospered in Europe, while they are no longer factors in this country—in fact one scarcely ever hears their names any more.

A watch manufacturer some years ago absorbed two other concerns. In one case no attempt was made to preserve the good will and identity of the purchased make of watch. In the other the attempt was made, but it was put up to the old organization of the purchaser to do it. The result was the same in each case. The purchased brands have disappeared below the surface and scarcely a bubble shows where they sank.

THE EXPERIENCE OF A PAINT MANUFACTURER

Take another case, in a still more radically different line—paints. The purchased brands were identical in kind and use and enjoyed, each in its zone, an attractive business. They were entrusted to the tender mercies of

the sales force of the purchaser, and in a few years they have practically lost their identity.

In this same line of business we find the opposite policy bearing another variety of fruit and closely paralleling the experience of the typewriter companies in Europe.

The same company allowed one of its purchases to retain its identity in every particular—name, organization and methods. The new organization competes stiffly with the parent in every way. The only difference between the new conditions and the old is that neither organization is allowed to hit below the belt—which occasionally did happen in the old days. Otherwise it is go as you please and devil take the hindmost. In this case the adopted child has grown strong and robust and is the distinct asset which the purchaser had hoped it would be.

The Standard Oil Company followed the latter course in one very notable case and possibly in others. Before they were legally divorced by order of the court, the Vacuum Oil Company was owned for a while by the Standard Oil Company. As all motorists know, Mobiloil, made by the Vacuum Oil Company, and Poiraine, made by the Standard Oil Company, are both designed for use in crank-cases. And motorists were urged to buy both of them. But the urging was done by two entirely separate organizations. The case is an interesting one. The Vacuum Company had built a nice business and at the time of sale to the larger company the owners evidently had their own opinions on this question we are discussing and sought to preserve the business by dictating that the business in Vacuum products should never be allowed to fall below a certain figure. The purchasers evidently had opinions also and considered that the best way to assure the keeping of the contract was to let the Vacuum's organization see to it. This was done and the business grew and prospered under independent sales

\$732,187 to relieve starvation in India

During the great famine in India—1897-1904—our readers sent to The Christian Herald \$732,187 for the relief of tens of thousands of these starving people.

This fund was administered by The Christian Herald relief stations in the districts where the suffering was most intense.

This is another of the many charitable undertakings the world over for whose support millions of dollars have been given through The Christian Herald alone.

Even considering The Christian Herald's remarkable hold on its readers, the millions given through it must be only a fraction of the total millions the 300,000 generous and prosperous Christian Herald families have given, through *all* channels, to religious and charitable work.



THE CHRISTIAN HERALD

GRAHAM PATTERSON, Publisher

New York City

management. The product competed with the Standard's own product, although, the price being higher than the Standard's product, the problem was not quite so complicated as in other cases. When the Vacuum company became independent again, by order of the court, the business went on undisturbed.

One of the most distinguished examples of the policy of leaving purchased products in the hands of separate and practically independent organizations is that of the General Motors Corporation. The Cadillac, Buick, Oakland cars, and other products of the parent corporation, are sold by separate and distinct forces and, in the large cities at least, distributed by separate dealers.

The Eastman Kodak Company has had some significant experience along this line. Most of the purchases of this concern have been in the way of supplementing its own lines with articles which it did not make itself rather than buying out competition; but there was one line purchased which so nearly paralleled the popular Kodak that it could not hold its own when sold by the Kodak sales force and it succumbed. The other lines purchased, which fill different fields from the Kodak, such as the Graflex, have been successfully sold by the Kodak sales force.

Doubtless the cases might be multiplied and extended into many important industrial fields. Perhaps some could be found where one sales organization has been able to do full justice to an absorbed product, but all the writer's observations seem to indicate danger in the policy.

It would be interesting if we could learn what forces are involved which upset our laudable plans to eliminate economic waste. The classic example of the economic waste of competition is three or four milkmen driving up and down the same street. The acme of folly, apparently, would be to continue the four wagons in case two of the milk distributors should consolidate. In all the

cases cited above, it would seem that an exact counterpart of the folly would exist in case the separate organizations were maintained after consolidation. Yet history seems to be all for the maintenance of both old organizations.

A member of the typewriter organization mentioned said in discussing the question: "Our salesmen simply cannot sell two makes of machines. They will sell either one, but not both." This seems to be the epitome of most concerns' experiences. Men who have been trained to believe that product A is the best ever, and especially if they have come to think more or less bitterly of product B, during the days of keen competition, cannot suddenly reverse themselves and sell B equally with A.

Moreover, why should they? If a man is putting in every minute of time and every ounce of energy into selling A, how can he also sell some B except at the expense of A? We are assuming now that A and B are identical, or so nearly so as to make the service they give practically the same. If a customer buys A he will not want B. So, if the salesman does his duty by A he necessarily must slight B.

"Not necessarily," you say. "Even if each product had a separate salesman, the sale of A to any given customer would preclude the sale of B to the same customer, so where is the difference?"

WHEN TWO SALESMEN ARE BETTER THAN ONE

The kernel of the nut is right here: No salesman can sell every prospect he calls on. Some prospects may not like the color of the salesman's eyes or the way his hair doesn't curl. Others may be out when he calls. Still others are congenital minorities. They simply will not buy the standard or most popular thing. If product B had a salesman of its own it probably would be sold to a good many of the prospective customers to whom A was not sold and probably never could be sold.



When father was a boy—

it was considerable of a trudge to school with his satchel on his back, red apple for teacher bulging in its depths. Wayside diversions often explained lagging legs that missed the last bell.

Today the bicycle and automobile cut down time and distance between home and school. They make a high-school education at the township center easier to get for thousands of boys.

All boyhood activities have become wider and larger. There are more things for boys to do; vastly more and better things to do them with. There has grown up a boy "class consciousness",

a greater organization that makes of boys a group.

So has come and developed THE AMERICAN BOY, the boy publication that directly reaches and assists the formation of boy opinion. With its more than 500,000 boy readers, averaging 15½ to 16 years old, it has largely helped the American boy to find himself collectively.

THE AMERICAN BOY has grouped this great class into a profitable market. It has made it pay to advertise direct to boys, not only strictly "boy" merchandise, but countless articles in the purchase of which boys play the deciding part.

THE AMERICAN BOY

"The Biggest, Brightest, Best Magazine for Boys in All the World."

THE SPRAGUE PUBLISHING CO., DETROIT, MICH.

(Member A. B. C.)

Branch Offices:—286 Fifth Ave., New York—1418 Lytton Building, Chicago

How an improvement in design created basic sales difficulties

Unique resistance overcome in building volume for a product in a special field

IN most fields a really successful improvement in design can be counted on to bring lasting advantages in sales.

But for one manufacturer, it is just such a successful step forward in design that has been for many years the chief point of sales resistance. This improvement immediately demonstrated its value in actual use—but by its very nature, it created difficulties in securing new users.

At the beginning, the safety razor market presented no unusual obstacles. The mere novelty of the safety razor helped to change the shaving habits of thousands of men. Aside from the novelty of the new product itself, perhaps the most decisive factor in bringing about this change was the old-fashioned strop. Skill and patience in using it had been essential to shaving. The safety razor seemed to offer a way to discard this troublesome strop completely.

In a few years men everywhere learned to shave without stropping. But this meant the needless waste of blades that were thrown away—and the frequent discomfort of a dulling edge.

It was a study of these great drawbacks that led very soon to a remarkable invention—a safety razor and automatic stropping device combined in one.

This improvement in design has given the AutoStrop Razor its distinctive advantages over competitors. It offers the only quick, convenient way to have a freshly stropped blade every morning. No skill in stropping is required.



Millions of men have eliminated definite discomforts in shaving by adopting the AutoStrop Razor—the only razor and stropping device combined in one

From the first year that the AutoStrop Razor was offered for sale, alert men in all sections of the country have been quick to adopt it.

But to build volume for this product on a large scale has meant changing once more the shaving habits of American men—it has meant persuading them to go back again to the strop.

It is to meet this unusual resistance to sales that the current advertising for this product has been planned and prepared. Men everywhere are being shown why the strop is essential to real comfort in shaving and how easily it can be used with the razor that "sharpens itself."

As a result, every week thousands of men are changing their shaving habits and beginning to use the AutoStrop Razor.

It has been the privilege of the J. Walter Thompson Company to co-operate with the manufacturer in presenting this product to the public.

J. WALTER THOMPSON COMPANY

NEW YORK CHICAGO BOSTON CINCINNATI LONDON

Slight differences in two models of machines or grades of merchandise, which might serve to influence a sale of product B when A fails to please, often are unable to save the day if the same salesman presents both. By the time the salesman concludes his demonstration or presentation of A, he is through, so far as that buyer is concerned. The latter is tired of him; he wants a change of air and of facial scenery. A new man coming in to-morrow with B and a new characteristic and enthusiastic presentation of its peculiar advantages will have a much better chance to make a sale than will the first salesman with his indifferent attempt to sell a second choice article after failure on his first choice has been rung up.

The same inhibitive tendency exists in the management of the sales campaign, though to a lesser degree. The strength of the inhibitive force seems to be directly proportional to the square of the distance from the actual field of battle. The salesman who is in direct contact with the customer is totally under its influence. His sales manager tries to take a judicial view and probably gives some attention to the pushing of the purchased product, but his grief is not so poignant if its sales do not keep up as it would be if the older product should begin to fall away.

The general manager is much more impartial and wants to see both products produce and the president can probably be depended on to play absolutely fair and give the new member of the family every tactical opportunity. He wants profits, and in his broad plans is likely to look with impartial eye upon the advantages which each product has for bringing home the bacon.

But in the execution of his strategic plans he finds it advantageous, apparently, to put two weapons into the hands of distinct wings of his selling army. A summary of the most trustworthy experience seems to point to the wisdom of retaining the "ab-

sorbed" company in its original identity, if it is desired to hold the business and the good will that the former independent enjoyed.

F. G. Macomber Joins Penton Publishing Company

Paul R. Fisher, who has been advertising representative for the Penton Publishing Co., Cleveland, in the New England territory on *The Iron Trade Review*, *The Foundry*, and *Daily Iron Trade and Metal Market Report*, has been transferred to *Abrasive Industry*, a new publication of this company, in the New England territory including also New York City, Philadelphia, New Jersey, Delaware, Maryland, part of Pennsylvania, also a certain section of New York State outside of New York City.

Mr. Fisher's headquarters will continue to be the Boston office. He is succeeded by Frank G. Macomber, a former newspaper man who was for fifteen years editor and manager of the Hartford, Conn., *Globe*, leaving that paper in March, 1919, since which time he has been handling the advertising and sales end of a new manufacturing business in Hartford.

Campbell-Ewald Organization Changes

Several changes in the organization of the Campbell-Ewald Company, effective July 1, have been announced. J. Fred. Woodruff has been made general manager. Guy C. Brown has been made assistant to the president and has charge of all matters pertaining to the promotion and development of the business. W. H. Taylor has been made vice-president of the company and is in charge of the Chicago office.

Edward C. Conlin Joins Wales Agency

Edward C. Conlin has joined the Wales Advertising Co., New York.

Mr. Conlin was for fifteen years connected with the advertising department of the Frank A. Munsey Co., resigning the position of an executive of the Munsey publications shortly before joining the Wales agency.

Four New Accounts With Robert Hoyme

The advertising accounts of S. M. Hexter & Co., Cleveland, O., manufacturers of "Sol Coconut Oil Shampoo"; Bush Terminal Corporation, New York; Bennett's Travel Bureau, New York; and Executive Service Corporation, New York, have been put in the hands of Robert Hoyme, Inc., New York.

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POSTER ADVERTISING

Worth thinking about

For Adequate Service - consult

IVAN B. NORDHEM COMPANY

*Poster Advertising, Painted & Electrical Displays
in the United States & Canada
8 West 40th Street - New York City • • • Broadview Bldg. - Pittsburgh, Pa.*

The D. of J. and Price Dictation

THE PIQUA HOSIERY COMPANY
PIQUA, OHIO.

Editor of PRINTERS' INK:

The letter signed Edith C. Strauss, Director, Women's Activities, High Cost of Living Division (the words, United States of America, Washington, District of Columbia, were omitted) is a fine example of an all too prevalent pastime of proving your case, with incidents which are the exceptions that prove the rule.

Beyond a doubt she could have added half a dozen more illustrations, been within the bounds of fact, and yet been wrong in her conclusions and in the implied criticism of manufacturers. For let it be known that in this great land of ours there are profiteering merchants, profiteering manufacturers, and profiteering government officials.

That these facts are true, however, is no more reason for implying that price-fixing is a shield for abnormal profit, than the reverse argument that non-price-fixing is a weapon for the profiteering retailer. Affirmers and deniers should bear this in mind.

This organization does not attempt to fix a retail price, feeling that our line is so varied and conditions under which it is sold so different in the great territory we cover, that the return would not justify the effort. We do reserve the right, however, of placing our line with distributors who will not use it as a football, in order to protect the legitimate profit of all distributors.

This motive of protecting his customers is the dominant reason for the manufacturer fixing a retail price and requesting adherence to it. He knows that there are retailers who will cut the price of a well-known advertised article, using it as bait, so as a measure of protection and to create good will among the merchants he establishes a retail price which leaves a fair profit.

Prior to the war I never heard this margin assailed by retailers as being too large; in fact, criticism was all the other way. The war created a new situation here as it did in so many lines of business. A rise started in 1914 that has never stopped beyond the barest pause at the time of the armistice. The manufacturers of the fixed retail price article had to advance his costs, and consequently with the quoting of new cost prices he was compelled to fix new retail prices or else meet the criticisms of making the retailer pay the freight.

The general method used was to advance retail prices with the opening of the new season on seasonal lines, or with the initiation of new advertising campaigns on lines that are staple all year sellers.

Paradoxical as it may seem, the poor or indifferent merchant profited most by this procedure, for where stocks were turned over frequently there was

a minimum amount of merchandise on which to put the advanced price. Sluggish stocks showed a bigger book profit.

If one wanted to be distinctly unfair one might suggest that replacement value would be less likely to be used on the vast quantities of merchandise, either as unbranded or sold without any attempt at price-fixing, than on goods cleverly merchandised by men who of necessity study markets and merchandise on a national scale.

And probably there is and has been a much greater volume of non-branded goods sold, without attempt to fix replacement value, than merchandise marked up at the inspiration of the price-fixing manufacturer, and to this extent the public is the gainer.

But think you that if John Smith, the leading merchant of Busy City, carries underwear stocks equally divided between X-Y-Z Underwear, on which the price is fixed, and R. S. P. V.'s, the selling price of which is left to his business acumen, that R. S. P. V.'s which he sells will stay down when X-Y-Z's go up?

No sir, the question of profit margin is not involved in anything but replacement value, and this nice sounding mouthful is what has every merchant pawing the air or pleading before the Department of Justice agents.

In 1915-16 mercantile publications were full of editorials warning retailers to beware of ignoring replacement value and so laying by insurance for the day when they would be caught in the jaws of a price drop.

This was in the day when we considered it a sign of business acumen to purchase as low as consistent with quality and sell for what the traffic would bear. We left it to competition and the public's sense of just treatment to determine what a fair profit would be.

If we like pink ribbons, pink teas and service de luxe, we went to the Bon Marche on the Boulevard, and if we wanted bargains we went to the "Always Lower" Store on the Avenue.

Uncle Sam now says this is all wrong. Perhaps he's right, perhaps he's wrong, we don't know. We are sure, however, that to infer that price dictation is a profiteering instrument is unfair.

The manufacturer who thinks enough of his merchandise to name it has two arrows to his bow—consumer good will and dealer good will. It is essential that he preserve these to protect his "sales" investment, and the basis of this protection is value for value received.

Of course, not all advertisers are long headed, but to accept these few as typical of the many and to attack the only weapon the manufacturer has for protecting his customer against the branded line price cutter—the biggest faker in the whole scheme of economical merchandising—is poor business.

Manufacturers and merchants alike will play the game with the Government, when they learn what kind of a game the Government wants to play and are convinced that the umpires know the rules.

LEON ALLEN.



This Map Sells the Iowa Dealer

When a salesman says to an Iowa dealer,

"Look at this map—see how many people right here in your county are reading our advertising in the Des Moines Register and Tribune."

—the sale is half made.

These maps visualize the circulation of the Register and Tribune and The Sunday Register by the dot method—a dot for every ten subscribers. Circulation is also listed by counties and towns. The maps enable the salesman to effectively merchandise the advertising campaign to the retailer.

How many maps do you require for your Iowa salesmen? Write and we'll supply you by return mail

Route and mailing lists of Grocers, Druggists and other dealers in the Des Moines trade radius gladly furnished.

Des Moines Register and Tribune

119,970 Daily

Average 6 Months
ending
March 31, 1920

82,251 Sunday

Member Audit Bureau of Circulations

Representatives

I. A. KLEIN
Metropolitan Tower
New York

JOHN GLASS
Peoples Gas Building
Chicago

W. R. BARANGER COMPANY
San Francisco Los Angeles
Seattle

Collier's

THE NATIONAL WEEKLY

2¢ a copy

"A Bucket of Sunlight"

to Brighten the Vacation Evenings

NO matter where you pitch your tent at vacation time, the jolly new Columbia Hot Shot will be the life of the party—as necessary as the food kit, as convenient as the electricity back home.

Or if you are to spend the happy hours in shack or summer cottage, you will still need this Columbia Hot Shot outfit, ready to be turned on in an instant.

A Single Dry Battery—4 to 12 Cellpower

A solid unit—no joints—just the two blinding beams. In a jiffy you can string a couple of cancan ball wires, hang the bulb where you want it, get any kind of music wherever handy—and the place is set for a good time. The Columbia Hot Shot Dry Battery is safe . . . it does not short, burn, or explode. It is safe . . . it does not short, burn, or explode. It is safe . . . it does not short, burn, or explode.

NATIONAL CARBON COMPANY
Manufacturers
Cleveland, Ohio
Sole Distributors, Chicago, Ill.
Sole Distributors, New York, N.Y.

Columbia

Dry and
Storage Batteries



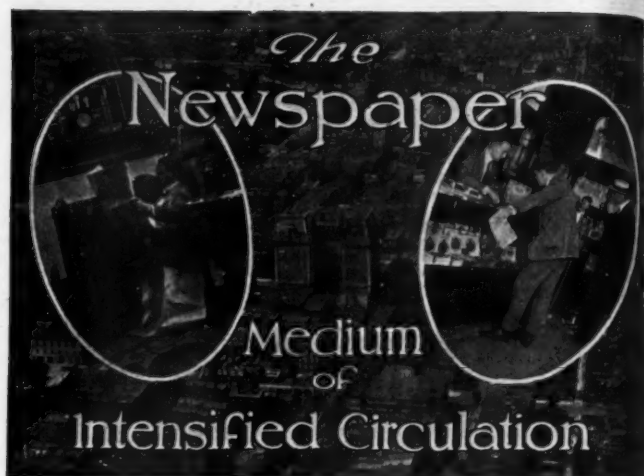
Columbia Batteries and Collier's

The National Carbon Company, Inc., has chosen Collier's to head the list for the national advertising campaign on Columbia Batteries.

Collier's

THE NATIONAL WEEKLY

J. E. WILLIAMS, Advertising Manager



BY using newspapers the advertiser with spotty distribution can advertise exclusively where his goods are on sale, while the reader of a newspaper advertisement can go directly to the place where the article advertised may be purchased.

Newspapers offer intensified circulation, and as a great NATIONAL MEDIUM are ideally and perfectly adapted to the use of the manufacturer with highly concentrated distribution. Strengthening weak spots in distribution and sustaining and maintaining that strength, in addition to intensifying sales, and this without extending territory if desired, are other forces the newspapers supply.

That newspapers possess intrinsic value as a "SPECIFIC" or "NATIONAL" medium is substantiated by the complete flexibility of newspaper advertising—the ease and promptness with which it can be lightened or intensified and the exactitude with which its cost can be controlled, more so than through any other national medium.

To advertise where your goods are and to have your goods where your advertising is constitutes the best merchandising. And the best merchandising in Baltimore goes hand in hand with advertising in The NEWS which covers the city with an intensified circulation of 100,000 daily.

The Baltimore News

Goes Home and Stays Home

DAN A. CARROLL
Eastern Representative
Tribune Building
New York

Have a word
Advertising Manager

J. E. LUTZ
Western Representative
First Nat'l Bank Bldg.
Chicago

Bettering the Standing of a Product by Advertising

American Chicle Company Publishes a Brief in Behalf of Chewing Gum
Designed to Obtain Good Will for Its Whole Family of Brands

By C. P. Russell

THERE are certain products, however good in themselves, which to a certain extent labor under a popular prejudice. This prejudice sometimes rests on no solid foundation of facts or reasons, but is due simply to vague "notions" or to some idea connected with past associations. Manufacturers of these products have often found it necessary to combat such prejudices and have found their most efficient weapon in advertising. This advertising must be carefully prepared and pointed in the right direction, with due allowance for all the factors involved. It never acts on the defensive, but takes a positive stand. It does not apologize but boldly asserts.

An example of the kind of product which has had to make headway against popular prejudice is the cigarette. There was a time in this country when the cigarette was held in relatively low esteem. It was often associated in the public mind with undesirable characters. The "cigarette-smoking youth" was spoken of with a certain contempt. Somehow the idea was allowed to creep into the public mind that the cigarette smoker was a less admirable type of man than either the pipe or cigar smoker, though, of course, there was no sound reason for supposing that tobacco when rolled into cylinders had any more effect on the health or the character than tobacco when rolled into the shape of a torpedo or when packed into the bowl of a pipe.

When the cigarette industry first became firmly organized in this country, it took due cognizance of the more or less latent prejudice against its product and the manufacturers so shaped their advertising as to put cigarettes

upon a higher plane in public estimation. Fatima cigarettes, for instance, have been for years advertised in association with portraits of distinguished-looking, clean-cut men of the modern business type. There is evidence that this advertising must have been constructive and beneficial in the fact that the consumption of cigarettes in the United States has risen from 863,709,484 in 1910 to 37,914,241,654 in 1918, an increase of more than 450 per cent in eight years.

PREJUDICE HAD TO BE OVERCOME

Another product that has had to contend with a more or less apparent prejudice of the same kind is chewing gum. For years the chewing-gum industry struggled against the notion that gum-chewing was a low and vulgar practice. One could chew one's meals in public with impunity, but one must not be seen chewing gum. This feeling very likely grew out of the fact that chewing gum was looked upon as a somewhat childish habit, since in early days gum was a sort of sweetmeat patronized mostly by school children, and school teachers were constantly raiding the mouths of their pupils in the belief that gum-chewing interfered with study. Gum-chewing does interfere somewhat with the oral recital of one's lesson, and no doubt the school-teaching profession finally decided that the easiest way to deal with the problem was to place a stigma upon the whole idea of chewing gum.

Another probable factor was the Puritanic conditions under which most Americans have grown up. The Puritans looked upon all forms of pleasure or enjoyment as somehow partaking of original sin, and this idea was ex-

tended to even the most harmless diversions. We can all remember the time when our parents and teachers frowned upon our craving for candy, and permitted us to have it only upon state occasions and under a strict rationing system. Nowadays we know that a child's craving for candy is natural and is prompted by the instincts of his own body, which demands sugar in great quantity to make up for the child's daily tremendous expenditure of energy. The scientific physician therefore encourages the consumption of pure candy by growing boys and girls, his ban being laid solely upon excess.

Whatever lingering prejudice there may have been against chewing gum, however, was pretty well disposed of during the war. American soldiers simply had to have chewing gum, and it was issued to them as part of their rations. The same thing with the Canadians. They carried their love of chewing gum into England with them and both the Americans and Canadians carried it into France. The result was that three great countries now chew gum where only one did it before. All classes, all ages, and both sexes now chew gum without apology, and the resulting increase in consumption has been enormous within the last few years.

When the American Chiclé Company began marketing its product, it was quite aware of the prejudice against gum among certain elements of the population and it has always deemed it good policy in the course of its advertising to put in a good word for

the whole idea of gum-chewing, subordinating its own product and simply emphasizing the value of gum.

A recent example of institutional advertising for the Chiclé company was a full page under the bold caption: "An Agreeable Habit." The copy, in part, said:



COLOR ADVERTISEMENTS FOR INDIVIDUAL BRANDS HAVE
ADDED TO THE PUBLIC ESTEEM OF THE PRODUCT

"Gum-chewing has a right to the title of 'The Agreeable Habit'.

"Its effects upon the USER are agreeable. It does not make him stupid nor drunk. It does not benumb the faculties nor impair the physical organism.

"It does have a beneficial effect on the whole system.

"Gum-chewing is objectionable only as eating is objectionable, that is when it is done at the wrong time and in the wrong place. We have to exercise tact, good sense and consideration for others in everything we do.

"But in itself—*per se*—gum

chewing is not offensive. Some habits are.

"The House of Adams is responsible, more than any other agency, for the growth of the practice of using gum.

"It has brought the custom up from the level of a peculiar habit to the plane of a world-wide necessity.

"By the use of chicle gum, pure, wholesome and specifically adapted to the purpose, and by the manufacture of chewing gums of uniform excellence, it has established gum-chewing not only in America but throughout civilization.

"Every new custom is resisted by the conservative minded. And every new form of pleasure is resisted by those who fear that evil may lurk in any kind of gratification.

"Gum-chewing has passed both these objections. It has weathered the storms of criticism and is now safely set in the good graces of the people.

"That it is past the rocks and safely sailing on the sea of popular favor is due to the faith, the square business methods and the high-class product of the House of Adams.

"Look for the name of Adams —It means pure chicle gum."

It is to be noted that the first half of this copy is a frank brief in behalf of chewing gum. It is positive and not negative, confident and not apologetic. The second half of the copy ties up the placing of chewing gum on a higher plane with the "House of Adams." It seeks to make the name of Adams synonymous with standard of quality; to establish the name of Adams in connection with chewing gum in the way that the name of Tiffany has become synonymous with high-class jewelry.

ILLUSTRATION A BIG ASSET

This idea is further carried out by the illustration which appears below the copy. Resting in a basket of graceful weave are assorted packages of the various American Chicle Company brands. Thus each brand, which hitherto

has been advertised separately, appears as a member of a family of products, all bearing the dependable name of Adams.

Another point worthy of note in this advertisement is the fact that one brand, which incidentally is highly popular in the West and Middle West, but is little known east of Rochester, appears for the first time in its new package. This is "Yucatan," which hitherto has been marketed in a package which, though perhaps lacking in artistic merit, has earned for itself an amount of good will which is worth preserving and which will be gradually transferred to the new package.

The avowed aim of the American Chicle Company to place chewing gum upon an increasingly higher plane is supplemented by the color pages and posters which are used to advertise individual brands. Leading artists like Coles Phillips and Neysa McMein have been employed to paint pictures for these advertisements which contain an atmosphere of refinement and a subtle suggestion of "class." The purpose of these illustrations, of course, is to indicate the fact that chewing gum is used by people of the highest type and that a package of Adams chewing gum is not out of place in a parlor, a drawing-room, or a boudoir.

How the American Chicle Company has reduced the size of its family is a story in itself. When it was first organized, the company was very much in the situation of the old woman who lived in a shoe. It had so many brands it didn't know what to do. There were 114 of them in all, and of these the majority were manufactured in the original plant and sold according to the methods and territories developed by the original owner. The result was that lines from market to market crossed and criss-crossed each other till they looked like a weather map drawn by a crazy man.

It was the task of the American Chicle Company to bring order out of this chaos, to centralize the sources of distribution,

and to reduce the huge family of 114 brands to the fewest number that would make possible concentration of selling effort, higher volume of production, and elimination of duplicated expense, without the loss of the prestige and good will that many of the original brands had. So the original 114 have now come down to eight.

The name of Adams has been preserved because it has always enjoyed a prestige due not only to consistent quality but to history. Mr. Adams lived on Staten Island. Shortly after the Mexican War he met the famous General Santa Anna (the Obregon of to-day), a Mexican refugee there who happened to tell him one day of a substance called chicle, which better-class Mexicans obtained from a certain native plant and chewed when traversing deserts where no water was obtainable. Mr. Adams's curiosity was excited. Then as now, a substitute for rubber was the dream of all scientists and inventors, and he hoped that here was the thing that might meet the need. He procured some of the substance, and being on good terms with a certain dentist, he obtained the latter's services and together they labored over experiments which lasted a year. They never developed a rubber substitute, but they did develop chewing gum, which has probably since that time brought its exploiters as many millions as the rubber substitute might have.

A. R. Hopper Joins Lesan Agency

A. Raymond Hopper, formerly advertising and sales manager of Purity Cross, Inc., Orange, N. J., has joined the staff of the H. E. Lesan Advertising Agency, New York, where he will be engaged in copywriting and special investigation work.

Carl Keffer, Jr., With Newell-Emmett

Carl Keffer, Jr., recently with Frank Seaman, Inc., New York, has joined Newell-Emmett Company, Inc., New York.

Atlas Agency Increases Staff

Henry H. Saylor, former editor of *Country Life*, New York, has been made one of the executives of the Atlas Advertising Agency, Inc., New York. Mr. Saylor will have charge of all production work.

John Watson Cary, who has been engaged in free lance copy work during the last five years, and who was at one time with J. Walter Thompson Company, Inc., New York; and W. F. Adams, who has been engaged in literary and educational work, have become members of the copy staff of this agency.

Other additions to the staff of this agency include R. J. H. Powell, Miss Russell Lindsay and Richard Stanger, all members of the production department.

Taggart, Dunster and Nelson Join Robert Hoyme

Frank Taggart, formerly sales manager of Wells & Richardson Company, "Diamonds Dyes," Burlington, Vt., and who was at one time with the Carey Salt Company, Hutchinson, Kan., is now with Robert Hoyme, Inc., New York.

Charles H. Dunster, recently with the Bush Advertising Service, Inc., New York, and G. Alexander Nelson, formerly with The Noiseless Typewriter Company, New York, have also joined the Hoyme organization.

W. B. Okie Joins N. W. Ayer & Son

W. B. Okie, for nine years general sales manager of the Welch Grape Juice Company, Westfield, N. Y., and after that in charge of the sale of sugar to manufacturers for the American Sugar Refining Company, New York, and more recently general sales manager of the Orange Products Division, California Fruit Growers' Exchange, Los Angeles, joined N. W. Ayer & Son on July 1.

Hall & Emory Co. Has San Francisco Office

The Hall & Emory Agency, of Portland, Ore., has opened an office in San Francisco, in charge of Franklin A. Bell.

Mr. Bell has been advertising manager of the Portland Flouring Mills Company for the past year. The milling company is entering the California field this season.

Join Frank Seaman, Inc.

B. Catasson, former production manager of the George Batten Company, Inc., New York; Mrs. M. McCredy, recently with N. W. Ayer & Son, and S. E. Kiser have joined Frank Seaman, Inc., New York.

Philadelphia

The Third Largest Market in the U. S.

Population Within City Limits: 1,823,158
 Separate Dwellings in Philadelphia: 367,236
 Average Persons Per Occupied Dwelling: 5.2

SIXTY-THREE per cent. of the million, eight hundred thousand, plus of persons accredited Philadelphia by the last census are native-born Pennsylvanians. Curiously, the same percentage of the increase of the city during the last ten years was in the native stock. Philadelphia still is, as it has consistently been shown to be since the first census, a community of native sons and daughters.

During the industrial boom incidental to the war, the call of Philadelphia went far and wide, to every State of the Union, to supply the need for labor, but either that call was answered promptly and chiefly by the workers of this State, or the contingent from the other States of the Union have largely returned to their homes. For the census shows an increase of only 33,685 in the number of residents born in other States or in other American possessions, and if the increase from neighboring New Jersey and Delaware were to be subtracted, there would be but 24,371 of these emigrants from other parts of the Union.

They came however from nearly every State in the Union, Massachusetts sending a thousand, Connecticut fifteen hundred, New York four thousand, New Jersey seven thousand, Ohio nearly a thousand, Delaware three thousand and North Carolina thirteen hundred.

Despite the war and its embargo on shipping, the city's gain from foreign immigration during the past ten years was almost double that which came from the other

States of the Union. Most of it, of course, came in the years preceding 1914. One of the most unexpected gains in this column has been the increase in the natives of the Emerald Isle. From 1900 to 1910 the native Irish strain in the city showed a decrease of fifteen thousand. The newness of the wave of southern European immigration led commonly to the comment that the tide had changed, that the old migration from England, Ireland and Germany was on the decline, as it actually this strain in our population would be overwhelmed by the Latin and Slavic blood of southern and eastern Europe.

Now it is a bit surprising to find out that in the past ten years the number of the native Irish in Philadelphia has increased fourteen thousand, the native English six thousand and the native German ten thousand. But the number of native Russians in the city also increased to even a greater extent, in that period, strengthening their lead among the foreign-born Philadelphians and raising their quota to about one-eighteenth of the city's population. The Greeks have nearly trebled their 1910 enumeration of five hundred.

The immigrant population now include more than one hundred thousand Russians; nearly one hundred thousand Irish, seventy-one thousand Germans, fifty-three thousand Italians and forty-two thousand English among the leading groups, but three-fourths of the entire population are native-born Americans.

Philadelphia is still "the city of homes" and one of the items of interest in the Census report is the statement that there are nearly fifty-eight thousand more families residing in the city now than there were in 1910. In the past decade the Building Bureau's reports show that approximately fifty-two thousand new homes have been built in the city. So that, on a comparison of the two sets of statistics, it appears the city is short six thousand of its necessary quota of dwellings, or of accommodation for approximately twenty-one thousand people.

That even a Census compilation is not altogether an accurate indicator of city congestion, however, is afforded by its statistical proof that the average number of Philadelphians to a dwelling is the same as it was in the days of 1910 when rentals were low and owners hunting for tenants. Then it was reported that 5.3 persons resided in the average dwelling and now the average is the same.

But that the shortage of houses had not begun to effect the size of families when the Census takers made their count is indicated by the city's maintenance of its average of 4.7 persons to a family. Before 1910 this average had decreased two decimal points in ten years, as it had in the decade from 1890 to 1900, and it was thought a still further decline might be shown since 1910. The biggest measure of the Philadelphia's gain is due to the fact that its birth rate now exceeds its death rate by an average of more than seventeen thousand a year.

Dominate Philadelphia

You can at one cost reach the greatest number of possible consumers in the Philadelphia territory by concentrating your advertising in the newspaper "nearly everybody reads"—

The Bulletin

Net paid average circulation for the six months ending April 1, 1920, as per U. S. Post Office report: 466,732 copies a day.

No prize, premium, coupon or other artificial methods of stimulating circulation have ever been used by The Bulletin.

Scripps Newspapers

Scripps Newspapers

Scripps Newspapers

Ohio's Five Large Cities

1. Cleveland
2. Cincinnati
3. Toledo
4. Columbus
5. AKRON

According to the 1920 census, Akron now has 208,435 population.

From the advertising standpoint, Barberton, Kenmore and Cuyahoga Falls should be reckoned as part of greater Akron, inasmuch as these towns are immediately adjoining the city without a break.

Akron newspapers, therefore, reach a city population of more than 250,000.

This rapidly expanding industrial city has three newspapers.

The advertiser should use at least two of them, adequately to "cover" this city population.

The Akron Press is second in circulation volume and first in prestige and solidarity of reader-following.

During the recent costly and elaborate circulation contest conducted by a competitor, The Press lost one solitary subscriber from this cause and at the same time showed a healthy gain in circulation without the use of premiums, contests or other forced methods.

Ninety-six per cent of Akron Press circulation is within a ten-mile radius of the center of the city.

The Press should be on the list of every advertiser seeking maximum sales in the Akron market.

The Akron Press

Scripps Newspapers

Scripps Newspapers

Scripps Newspapers

pps Newsp

Scripps Newspapers

Scripps Newspapers

Scripps Newspapers



UNIFORM rate cards, uniform Information Sheets, uniform business methods, make the twenty-two Scripps Newspapers convenient to do business with.

Solidarity, loyalty and permanence of their quality reader-following make Scripps Newspapers profitable for advertisers to do business with.

The twenty-two Scripps newspapers are:

Akron Press
Cleveland Press
Cincinnati Post
Columbus Citizen
Covington (Ky.) Post
Dallas Dispatch
Denver Express
Des Moines News
Evansville Press
Houston Press
Los Angeles Record

Memphis Press
Oklahoma News
Portland (Ore.) News
Sacramento Star
San Diego Sun
San Francisco Daily News
Seattle Star
Spokane Press
Tacoma Times
Terre Haute Post
Toledo News-Bee

ss Scripps Newspapers

Foreign Advertising Department

Union National Bank Building, Cleveland, Ohio

New York Office: MARBRIDGE BLDG.

Chicago Office: 1ST NATL. BANK BLDG.

s News

Scripps Newspapers

Scripps Newspapers

Scripps Newspapers

Public Opinion

What is the greatest power in the world today?

Not monarchy—that has tottered. Not wealth—that is fleeting. Not fortune, for that is fickle.

The greatest power in the world today is Public Opinion.

We say this man was great. And why? Personality made him great; but Public Opinion made his greatness *known*. Another—perhaps an even greater man—died unrecognized. Public opinion had passed him by.

It is the same with business.

You make a product. It is a good one. But until Public Opinion *says* that it is good, its success hangs in the balance, while another, perhaps less worthy, takes its place. Not merit, but the *recognition* of merit makes leadership.

Public Opinion is all-powerful, all-decisive. It proclaims success and foredooms failure. You can't ignore it. You can't combat it. But you can *mould* it and you can *direct* it.

Through advertising! Through advertising in the media that most truly represents Public Opinion.

Public Opinion in Chicago is represented by over 1,200,000 persons—all readers of the nearly 400,000 circulation of The Chicago Daily News.

They are the *buying majority*. They are the *dominating public*. They are 7 out of every 9 persons in Chicago who read the English language.

Directing *their* buying habits, controlling *their* buying decisions, is simply a question of using—

The Daily News

First in Chicago

July 8, 1920

The Muse at Work in the Copy Department

Introducing a Possible New "School" for Copy Writers

By P. K. Marsh

MY first tentative title for this read "Advertising and the French Forms," but rude outside comment informed me bluntly that no cautious reader could be induced to attempt so long a leap both in time and space. To tie up Francois, the wandering troubadour of Provence, with Bill, the practical copy-cuss of a modern advertising agency, in the brief space of 2,000 words, I admit, would have daunted a Victorian novelist. To Bill, the modern copy-cuss, trained to the limitations of "56 lines, single column, drawn heading and quarter-inch white space on each margin," and successfully selling in that cramped territory any article of merchandise from a gas-engine to a dress-fastener, a fertilizer to a box of candy, the task might seem somewhat simpler than his usual morning assignment.

The largest single group out of all the applicants who seek copy-writing jobs each year is composed, according to most reports, of professional writers of one class or another. "I've been doing a lot of writing," they state confidently, "but I want to make more money, so I'm anxious to break into advertising." Opinions differ as to the adaptability of such material—at least, that is an impression gained from recent reading of these columns.

Some day a poet may apply.

Consider him carefully.

Why?

Because Francois of Provence, mentioned in my first paragraph—or many another poet—is, on the average, better raw material from which to fashion an ad writer than is the professional prose writer. I can hear the horror-stricken gasps which will greet this statement, for the verse writer, of all writers, has, by long tradition, been held up to scorn for his lack

of understanding of mundane conditions.

There are good, sound reasons for my confidence in the poet, and it will do no harm for any agency copy chief or big boss who wields the blue pencil on advertising copy to read them. (By the latter I refer especially to that individual who blandly pencils in thirty or fifty added words to a highly-concentrated, carefully-studied appeal, or insists that all of his pet forty-six products must be listed in every ad, regardless of space-size, unity, or any other "theoretical" considerations.)

To state it brutally, advertising in the eyes of such a man is merely "words."

In the same way—and for much the same reasons—the average piece of "copy" produced by the professional prose writer (as distinguished from the regular ad-man) is apt to prove a mere series of words, skillfully chosen and cleverly joined, often pleasing to read, but lacking utterly in sales-force—it is literature—not advertising. (N. B.—Before writing PRINTERS' INK in protest, please note that I said "average.")

Faced by the problem of phrasing a sales argument to fit a scheduled space, he or she is usually soon lost in one of two pitfalls. The result of the inky session is either a complete and detailed description of the merchandise, so ramified and wordy that it would require microscopic eyes on the part of the reader, or—worse still and more usual—an accurately-measured panel of liquid generalities. It isn't advertising.

NO SPACE TO WASTE HERE

But what about Francois of Provence?

Why would he make good?

In the first place, Francois, the

poet, and Bill, the copy writer, surprising as it may at first sound, have absolutely parallel problems—each must aim to create a complete and definite effect in a closely limited space.

A poet is never searching for additional material to complete a manuscript—he is never trying to find an idea for another thousand words or so in order that his manuscript will better fit the make-up of some particular publisher. His problem is rather to cut away every non-essential, and, in a clear-cut cameo, leave only the single effective picture on the mind of his audience. In forty, eighty or three hundred words he must create his atmosphere, tell his story and win the reader's acceptance of his idea. His act is over before the prose writer's curtain is fairly raised.

The average prose writer, on the other hand, has rarely been hampered by consideration of space. Few plots, few feature articles, few news stories contain such a superabundant wealth of material that the writer is honestly at a loss to select what he shall use. Barefaced padding is no uncommon necessity. Only at rare intervals has he been compelled to tighten the brake-band on his pencil so that it cannot produce a single unnecessary word.

FRANCOIS WOULD WORK AN IMPROVEMENT

The copy man, on the contrary, is like the poet in that he should go over practically every paragraph that he produces—not to eliminate whole useless sentences, because the true copy writer rarely needs such wholesale pruning, but, rather, to cut out every waste word and every lazy syllable which is not carrying a definite part of the load and creating a definite effect. (When you are paying \$140 for the privilege of printing words in a space one inch high by two and a quarter inches wide, there is need for painstaking caution in the choice and use of those words.) Quite unlike the professional writer, you are not trying to see how much you can write and still pass the editor's

censorship and earn fat space rates.

An author, by the use of "word-brushes," paints his picture, establishes his style and builds his "atmosphere" on a canvas of billboard generosity—the ad-man, like the poet, works on a thumb-nail. Exaggerated? Of course, but fundamentally true.

The ad writer's task is still harder for another reason.

A magazine may be purchased in order that the author's story can be read.

The ad man has rarely such a favorable reception. In his precious eighty to four hundred words he must "first, win the reader's attention; second, gain his interest; third, create a desire, and, fourth, inspire to action," and do it all in spite of the fact that usually he is, to the bulk of his audience, an uninvited interloper.

Where the copy man faces his three limitations—space, house-policy and reader-indifference—the poet is likewise restrained by the triple-harness of metre, rhyme and brevity. In comparison, the professional prose writer is foot-loose and fancy-free—a colt in a ten-acre lot.

"But what about Francois, of Provence," you insist; "why not Swinburne, or Longfellow, or Amy Lowell?"

Simply this—Francois and his contemporaries wrote in French forms—the "triolet," "ballade," "rondeau," "villanelle" and "chant royal."

As copy-cuss material Francois' followers have had a far better training in absolute nose-to-the-grindstone mastery of language than any versifier who has explored only the sonnet and the usual range of pentameters and hexameters or has wandered blindly astray in the morass of *vers libre*. French forms are rigid task-masters.

Just as the copy writer is limited by the stated considerations of space, of house-policy, of competition of trade conditions, and a score of other factors that lie unseen behind every advertisement, the student of French forms is even more strictly confined by

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fixed metres, rigid rhyme-schemes, and unchanging refrains.

The ballade, for instance, requires twenty-eight lines in only three rhymes. The recurrence of the rhymes is pre-ordained and the eighth line must thrice reappear unchanged as the sixteenth, twenty-fourth and twenty-eighth lines. The double ballade merely makes it harder.

The villanelle, an even more severe test of the rhymester, permits only two rhymes for all of its nineteen lines, while the first and third lines must reappear in toto—and make sense—each in four other fixed positions in the *tour de force*. A villanelle is a rhymed mosaic—a puzzle-picture in verse—but a remarkably fine test of a writer's ingenuity, application and mastery of words.

Finally—least in its extent, but probably hardest in artistic performance—comes the triolet—in its best examples a delicately-fashioned arrangement of eight lines on three rhymes with a triple

recurrence of one line and a double recurrence of a second. A craftsman who can produce really good and salable triolets (and not doggerel) ought not to fail when given the task of condensing a selling message into a three-inch ad without robbing it of its vitality.

Each French form is an individual wrestling match between you and rigid rules. To master it you must stretch to the farthest limit your vocabulary, your ingenuity and your power of concentration. Once establish your choice of rhymes, you must cling to that choice willy-nilly, no matter how it compels you to twist and turn your thought to express it. Alone with your thesaurus you must work out your own failure or salvation.

After a year of repeated ordeals of this kind the patient sufferer will have learned how to say anything that is in his mind, no matter how he may be cramped by circumstance.

The George L. Dyer Company 42 Broadway New York

Western Offices
76 W. Monroe St.
Chicago



Newspaper, Magazine and Street Car Advertising

Publicity and Merchandising Counsel

Lest this sound too theoretical, let me here inject myself to testify that I harnessed my youthful pen for two years largely to the production of French forms, hackneyed and amateur in many instances, polished and salable in others, and emerged from the grind with hard-won confidence in my ability to write any message in any form or any length required by circumstances. I found my vocabulary had grown wonderfully elastic, so that to-day, in the heat of the most hurried in-session, I rarely need pause for a word of the proper length to express my thought. Since then "it can't be said in that space" has never seemed so final a verdict.

Triolets and rondeaux as written by the masters must chortle to themselves whenever those words are spoken.

* * *

What is the sequel to all this? Anything you please.

It's been a pet "near-theory" of mine for years; it has worked once—and its now off my chest for the benefit of those who run and read.

Back of it all lies what seems to me a fundamental truth which the advertising craft is too inclined to overlook. Perhaps this oversight is due to the facts that the urgent need for the subject advertised carries some campaigns to success in spite of themselves—that, in others, the mere weight of money spent batters through to desired results.

All of these facts tend to hide the fundamental truth that a campaign embodying anything but the best copy is guilty of waste.

A campaign may "get by" in spite of feeble copy, but that is no excuse for it.

Hard cash is being wasted.

"Copy" is solely an attempt to use words to attain a result—the words themselves are keen-edged tools which can be used effectively or crudely mishandled. Continuous good copy can only come from mastery of those tools.

Aid copy as you will by any skillful devices of the easel, engraver or print-shop, nevertheless, unless your copy itself is backed

by mastery of words, your advertising is falling short of its possibilities.

When advertisements appear in expensive magazines with blatant errors in grammar, with words obviously misused, with tedious paragraphs padded with banalities and meaningless high-flown language, something is wrong with the advertising profession, no matter whether or no the writers glibly assure you that their advertisements were "successful." If they actually repaid the money spent, it was not because of the glaring deficiencies, but wholly in spite of them.

If to the virtues that brought the success had been added *Mastery of Words*, it is absurd to suppose the results would have been less than the original attainment.

This isn't a plea for stilted classicism.

Shakespeare could write colloquial slang, but a colloquial slang-slinger couldn't write Shakespeare.

Isn't it time that the advertising craft turned its eyes inward and came more generally to a wholesome realization that until it attains a mastery of words approximating the power of the best of our poets, playwrights and authors, advertising must fall far short of its splendid possibilities?

This isn't high-brow—it's brutally mercenary.

Manternach Handles Syracuse Sales Co.

The Buffalo Division of The Manternach Company, advertising agency, is handling the advertising of the Syracuse Sales Company, Syracuse, N. Y., manufacturer of "The Kelly Ball Lubricator."

The Buffalo Division is also handling the account of S. J. Sayers & Company, formerly McCready & Sayers, industrial engineers, accountants and auditors, Syracuse, N. Y.

F. L. Blanchard With "Fourth Estate"

Frank Leroy Blanchard has been appointed managing editor of the *Fourth Estate*, New York. Until a few months ago he was secretary of the New York Advertising Club and before that was a member of the editorial staff of *Printers' Ink*.



Franklin Was Right

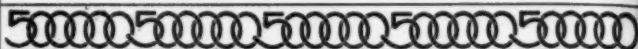
Benjamin Franklin writing from Paris to his nephew in Philadelphia said—"and as you will before that time have come to believe it is a very decent warrant of stability to serve one thing faithfully for a quarter of a century."

THE PEOPLE'S HOME JOURNAL is now in its thirty-fifth year of continuously serving faithfully the best reading needs of the American home as seen and charted by its founder, F. M. Lupton

Thirty-five years is not a great age when compared with the pyramids but is, as Franklin said—"a very decent warrant of stability."

The People's Home Journal
NEW YORK

For 35 Years the Magazine for Every Member of the Family



IT is of the very essence of American democracy that many of the greatest figures in our business life have forged up out of oblivion. The petty distinctions of class and birth have been swept away to give place to brain and brawn and enterprise. And for sixty-five years, Leslie's editorial policy has given a special attention to American business.

Strong policy, strongly held, has built for the magazine a following known as the first 500,000 of the reading millions—a circulation of business and professional men. More than 50 per cent. of these men are employers; more than 40 per cent. are rated—20 per cent. in Dun's or Bradstreet's.

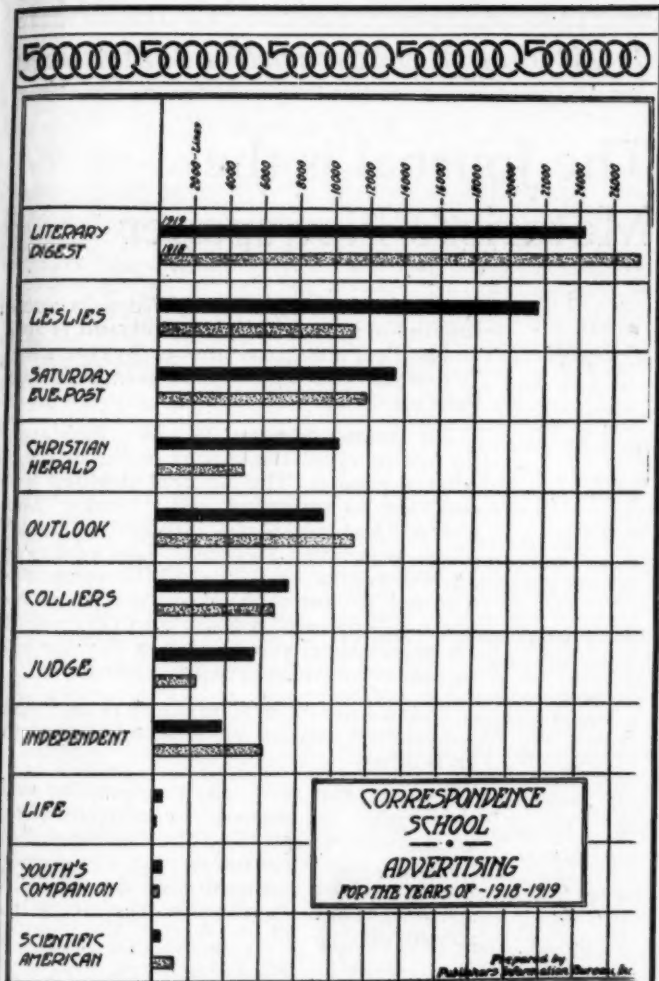
Leslie's has come to be regarded as a training ground in business policy and administration. Many of our most important vocational schools and institutions include Leslie's as a text book in certain courses. Small wonder that with the demand for business knowledge constantly increasing, Leslie's shows an advertising record of the kind charted on the opposite page.

FRANK L. E. GAUSS
Advertising Director

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Try it out in Representative Milwaukee

The Journal is the Motorist's Newspaper

Ask the Milwaukee or Wisconsin automobile owner who W. W. Rowland is and you will get a negative answer, but mention "Brownie" and watch your auto fan's face light up.

For every Sunday W. W. Rowland, known to every car owner as "Brownie," edits a page in The Journal devoted exclusively to motoring. His book—"The Call of The Open Road" is the "Blue Book" of the Wisconsin Motorist. Last year over 25,000 copies of "The Call" were distributed to automobile owners upon request. "Brownie" receives on an average of 75 personal telephone calls a day for information regarding road conditions, etc.

That's how close The Journal and the automobile owners of Milwaukee are to each other.

You can best reach these responsive and prosperous car owners by concentrating your advertising in the one newspaper that really covers Milwaukee—the newspaper that is read by 4 out of 5 of the English-speaking families in the city—the motorist's newspaper.

The Milwaukee Journal

HARRY J. GRANT, Pub. R. A. TURNQUIST, Adv. Mgr.

O'MARA & ORMSBEE, Inc.

Special Representatives

New York

Chicago

When Is Jobber Distribution Advisable?

The Sliding Scale of Prices vs. the Flat Jobber Discount

By Arthur Cobb, Jr.

EIGHTEEN months ago a Chicago manufacturing concern awoke to the fact that something was radically wrong in its sales department. Its product was an article of unquestionable merit. Also, it enjoyed the good will of its consuming public to a remarkable degree. Nevertheless for a three-year period, from 1916 to 1919, the volume of total annual sales practically stood still. Obviously, something had to be done, and quickly, too.

A committee of executives was formed to diagnose the trouble and prescribe a remedy. The article was marketed largely direct to the retail dealer, being sold on the plan of the so-called sliding scale of discounts, where the quantity bought determined the price. No distinction was drawn between jobbers and dealers, although jobbers were quite active in the field in which the article was sold. A careful study of the sales records brought to light three outstanding facts:

1. A number of the larger dealers seemed to have a tendency to overstock on the product. As the article was a seasonal one, this caused an annoying loss of enthusiasm and good will on the part of a dozen or so of the firm's best customers each year.

2. Jobbers were either steering clear of the article altogether or handled it only on "pick-ups" to accommodate their customers.

3. A large percentage of the smaller dealers on the firm's mailing list handled the article not at all.

As the product was extensively advertised, well thought of by the consumer, and pushed by an enthusiastic and efficient sales force, it did not take long to arrive at the conclusion that the trouble lay with the merchandising plan itself. The committee

saw this very quickly, and that offending sales policy was simply murdered in cold blood, a new one being conceived and brought forth to take its place.

The new policy was about as different from the old one as it was possible to shape it. A flat discount replaced the sliding scale and the jobber was given a substantial discount over the dealer. The new plan was put in effect and the net tangible result was a sales increase of precisely 84 per cent over the previous year.

THE FAULTY SALES PLAN A BAD HANDICAP

Instances of this sort (and they are by no means uncommon) vividly demonstrate the extreme importance of a correct mechanical structure for the manufacturer's sales policy as distinguished from the personal or human element of it. Everyone knows, for instance, that there is a strong tendency on the part of many manufacturers to-day to measure the results achieved by their sales departments largely in terms of the personal ability of the members of the sales staff itself. They look at selling as a purely personal matter, depending primarily for success on the human characteristics of the men engaged in it. It is true, of course, that an alert and capable sales staff is a big asset to any manufacturer, but it is equally true that a faulty or poorly constructed selling plan can offset the efforts of a sales force of surpassing ability, as shown in the instance already noted.

Perhaps the first question that arises in determining the sales policy of a concern is whether the jobber should be recognized as such, with a discount or scale of discounts separate from the dealer.

The answer to this question may be determined only by careful analysis of conditions under which the product must be marketed. There are certain fields where jobbers are extremely active, powerful and well-intrenched. These are so-called "jobbing" fields, of which the drug, grocery, hardware and automobile accessory industries are prominent examples. Jobbers are powerful in these fields because they perform a useful service to the retailer. First, many of the articles handled are seasonal, and the jobber performs a useful warehousing function in absorbing stocks from manufacturers in times of slack demand and feeding them out promptly when demand starts up, thus investing them with what our friends the economists call time and place utility. This service is particularly valuable to the dealer and the general public in these times of uncertain transportation and interrupted production. Second, the stocks carried by retailers in these lines comprise products of hundreds and often thousands of different manufacturers. It would be a tremendous burden and in most cases a physical impossibility for the dealer to do business with all of these manufacturers direct.

In these fields the jobber also performs a service to the manufacturer by providing sales outlets in large volume, thus reducing the number of accounts to handle and simplifying handling of credits. It is easy to see, therefore, that any manufacturer starting out to market any commodity through these channels must study the jobber situation. Even here, however, there is no hard and fast rule.

A certain manufacturer of electric switchboards attempted perseveringly for a number of years to sell his product through electrical supply jobbers. He finally had to give it up and go straight to the consumer. Why? He found that in order to sell switchboards properly, a man had to be something of a technical expert in addition to being a salesman.

And it was out of the question for him to expect the salesmen of jobbers and dealers to concentrate the required time and study on his product when they had so many other items, equally important, to sell along with switchboards. It required a kind of educational salesmanship entirely beyond the range of the average jobber's salesmen, and the firm's business began to grow the minute that fact was recognized.

On the other hand no such problems are involved in selling articles like nails, chewing gum, spark plugs and the like, and the result is that such articles are marketed almost exclusively through jobbers with pretty general satisfaction alike to manufacturer and retailer. It is, then, fair to state as a general conclusion that any article whose natural selling outlet is in a so-called jobbing field should have a selling policy as favorable as possible to the jobber unless there is some very conspicuous reason to the contrary. Products requiring a high degree of technical knowledge or an educational presentation are very likely to be exceptions to this rule.

FIELDS IN WHICH JOBBERS ARE FEW

There are some kinds of business in which the influence of jobbers on marketing conditions is not so powerful, but nevertheless the jobbers exist and are fairly active. The mixed paint business and the book publishing business are examples. In the paint business, nearly all the large manufacturers sell the dealer direct, and they have a strong tendency to maintain the closest and most intimate kind of relations with their dealer customers. A recent article in *PRINTERS' INK* interestingly described the extraordinary development of the dealers' service bureau of one of the largest paint concerns. Notwithstanding all this, nearly all the hardware jobbers carry paint as a regular part of their stock, and many of them do an extensive business in private brands.

In a number of cases the private brand is manufactured by a concern that also makes and sells paint under its own name, thus bringing the two products of the same manufacturer in direct competition with each other.

The situation in the book publishing field is also interesting and peculiar. The usual practice of publishers is to sell books to retail booksellers on a sliding scale of discounts ranging from 25 per cent on single copies up to 40 per cent or more on 100 copies of one title. I know only a few publishers in the United States who have a separate discount scale for the jobber. Hence, the only way a bona fide jobber can make a living in this business is by buying in large quantities at the top discount and reselling in small quantities at or above the publisher's own discounts for these quantities. As the dealer can get just as good a price as the jobber any time he wants to buy the same quantity, there is a strong tendency for the dealer to buy direct, and the larger the dealer's business the stronger this tendency is.

Another result of this situation is that the real jobbers in books are remarkably few in number, and, although some of them are very large, there are not more than ten or a dozen concerns in the country officially recognized by publishers as book jobbers. And with only two or three exceptions, these concerns are also large retailers. All this in spite of the fact that the jobber would undoubtedly fulfil a highly useful function in this business were conditions more favorable to his development.

This is not a particularly pleasing situation, and it may be one of the factors in the present somewhat restless feeling in this industry. Publishers have been frankly dissatisfied with the results achieved in recent years by retail booksellers. Are the publishers sure that they themselves are doing their part toward building up powerful distributing machinery? Of course to change

this situation would require concerted action, but the fact that the condition has arisen at all is simply additional evidence of the necessity for careful thought and conscientious study of the marketing conditions surrounding any product. This may not be the trouble at all in this particular instance, but the point I would make is that any manufacturer in any line should consider, in establishing his sales policy, not only his own welfare, but also that of the entire industry in which he intends to operate; for his own policy will inevitably influence others either for good or bad as the case may be, and the larger and more powerful he becomes, the broader his influence grows.

JOBBERS VIRTUALLY ABSENT

A third industrial division may be said to include those kinds of business in which there is practically no field for the jobber, simply because there is no special function for him to perform. This division includes products of such nature that a fairly complete dealer's stock may be drawn from a comparatively small number of manufacturers. Machinery, in fact, usually is sold direct to the user, cutting out the dealer as well as the jobber, on account of its highly technical nature.

It should be clearly understood that the three divisions or classifications of products I have mentioned are by no means clearly defined. Frequently it is difficult to tell where one class merges into another, and many products bear some characteristics of all three classes. The executive who is charged with the responsibility of laying out a sales plan usually finds he has a real job on his hands in attempting to ferret out these distinctions.

One of the disputed questions of the present time is whether a manufacturer should sell his product to the trade on a flat discount, regardless of quantity bought, or whether he should reward the customer placing a large order, by making a better price

than for a small one, thus establishing a graduated scale of discounts. Here, again, it is impossible to formulate any definite rule. Existing custom in the particular field in question usually has an influence, but of late years there has been a general trend away from the sliding scale. More and more manufacturers in all lines are establishing and sticking to the definite, one-price policy.

Of course the large jobber or dealer will always claim he is entitled to a lower price on his large volume of business by reason of the indisputable fact that large orders do effect certain economies in production, handling, sales expense, billing, shipping, etc. Nevertheless, the quantity discount system is certainly open to some serious objections and leads to many abuses. One of these is the "cut-price" evil, which has been the cause of some exceedingly expensive litigation during the last decade. Another is the unwillingness of the smaller jobbers and dealers to push or even handle merchandise knowing that their price is higher than that of their larger competitors. They feel that it is unjust to penalize them by making them pay a higher price merely because they cannot sell as many as their larger competitors, when their selling expense is just as great or greater.

Perhaps the most serious objection to the sliding scale is the stimulation of a tendency on the part of the dealer or jobber to overstock. Discounts based on quantity frequently lead to larger orders in order to get the lowest price. Sometimes such policy is warranted. Often it leads to orders much larger than sound business policy would allow. Nearly all cases of overbuying can be directly traced to the desire to get a rock-bottom price, and in this connection a certain salesman had a sound idea. A large dealer offered him a big order, much bigger than that corresponding to the highest quantity discount, and suggested that he should have at least a 5 per cent better price.

The salesman said, "Yes, if I give you the extra 5 per cent, Blank & Co., right around the corner, will order twice the amount you are ordering if I give them 10 per cent additional."

In general, it appears that the practice of selling on quantity discounts does not tend to create confidence in the manufacturer, and I believe there is no question that the best business practice of to-day is showing a decided tendency to get away from it. The structure of modern business is highly complicated as it is, and any plan tending to simplify and clarify merchandising methods is a force for good and undoubtedly a step in the right direction.

Manufacturers and Agricultural Publishers Meet

A joint meeting of farm electric light and power manufacturers and farm paper publishers was held in Chicago on June 29th by the Agricultural Publishers Association. Forty-one manufacturers and publishers and their representatives were present.

Frank B. White, managing director of the Agricultural Publishers Association, who served as chairman, discussed the work of the Association in holding industrial conferences and the important committee work that had grown out of them. The purpose of the electric light and power conference, he said, was to enable the manufacturers to visualize for the publishers something of the farmers' light and power problems and how these problems are being met by them; and how the publishers might assist in passing on dependable information to their subscribers relative to the scope and uses of power and light plants and how these plants may serve modern farm needs. One important result of the discussions was the decision to appoint a committee which will function with a committee from the Agricultural Publishers Association.

Charles E. Duffie Heads Omaha Ad Club

At the annual meeting of the Omaha Advertising-Selling League, Charles E. Duffie, secretary of the Corey & McKenzie Printing Co., was chosen president; Fred S. Larkin of the West Lawn Cemetery Association, vice-president; Phil Gilmore of the Conservative Savings & Loan Association, treasurer; and Dean T. Smith, secretary.

J. J. Murtha, recently with Frank Seaman, Inc., is now with Doremus & Co., Inc., New York.

Six Million People Not Counting the Next Door Neighbors are Reading the HOUSEHOLD Every Month!

Do you know that in Rural and Small Town America 1,609 girls are reaching the buying age *every day!*

During the first five months of this year these girls, together with their mothers, purchased 58,435 patterns through the HOUSEHOLD!

15,419 personal letters were received by the Editors during the month of May from readers of this magazine!

Pretty conclusive evidence of reader confidence and interest.

78.91 per cent of the HOUSEHOLD'S circulation is in the country or in small towns under 1,000 population.

Our Bureau of Research can furnish you definite data regarding the HOUSEHOLD and the field it covers.

GUARANTEED CIRCULATION
1,250,000

The HOUSEHOLD

ARTHUR CAPPER
Publisher

MARCO MORROW
Ass't Publisher

HOME OFFICE: TOPEKA, KANSAS

BRANCH OFFICES

Chicago, 109 N. Dearborn Street	J. C. Feeley
Detroit, Ford Building	Ray H. Haun
New York, 501 Fifth Avenue	Joseph Kunzman
St. Louis, Chemical Building	C. H. Eldredge
Kansas City, Graphic Arts Building	R. W. Mitchell
Omaha, Iroo Building	W. N. Temple
Oklahoma City, Farmers National Bank Building	M. L. Crowther



THE American manufacturer who stands at Trafalgar Square, London, and sees the veritable fleet of buses, taxis and trucks coming in from all of the outlying quarters of this tremendous city is reminded of our own congested traffic in the busiest parts of New York or Chicago.

Just as Trafalgar Square is the centre for all of the city traffic of London, so is London itself the centre of the commercial and financial traffic of the British Empire.

Of the total export trade of the United States, the British Empire takes 41 per cent.; 29 per cent. of this goes to England alone. Contrary to the impressions of many, England's imports from the United States have actually increased so far during 1920 over those of 1919—since 1913, they have more than doubled.

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To-day England is buying more goods from the United States than she ever bought before. Her own export trade has increased in almost like proportion.

There is a very large market in England for high grade American products because the per capita wealth of the country is very high and because she is a free-trade market.

Sell Your Goods in the English Market

The easiest and most effective way to reach the importers of American goods in the British market is through the advertising pages of the **AMERICAN EXPORTER**. In the English speaking countries, as well as in every country from South America to the Far East, the **AMERICAN EXPORTER** circulates among the leading merchants, and is referred to by them as a reliable guide of American manufactured goods offered for export. The readers of the **AMERICAN EXPORTER** are the buyers of American goods.

Published in English, Spanish, French and Portuguese, the world's largest export advertising medium speaks to 200,000 foreign buyers in their own commercial tongues—to men who want to buy what you have to sell.

Foreign business comes to those houses that go after it—get your share of the over 7 billion dollar export trade of the United States. We are helping 1400 manufacturers—we can assist you. Let us offer suggestions.

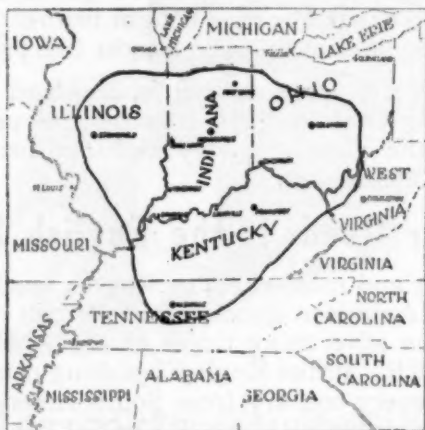
AMERICAN EXPORTER

THE WORLD'S LARGEST EXPORT JOURNAL

17 Battery Place

New York

WHAT DOES "JOBBER INFLUENCE" OF A NEWSPAPER MEAN?



Hardware Buying in Six States Influenced by News Advertising

The Indianapolis hardware radius extends into six states. Though the circulation radius of The News is practically confined to Indiana, The News, without question, influences sales in these six states.

The importance of Indianapolis as a distributing point for hardware is evidenced in the fact that one of the hardware jobbers travels seventy-six men. There are four large hardware jobbing houses and of course quite a number of smaller ones. The sales of the four large houses in 1919 approximated \$20,000,000. If you want to talk advertising in the terms that the heads of these wholesale houses will understand, you must talk to them about advertising in The News. It's *their* paper.

Send for booklet "Seven Studies in Distribution".
It will interest you.

The Indianapolis News

First in America in National Advertising 6 Days a Week

New York Office
DAN A. CARROLL
Tribune Building

FRANK T. CARROLL
Advertising Manager

Chicago Office
J. E. LUTZ
First National Bank Bldg.

USE NEWSPAPERS ON A THREE-YEAR BASIS

Build Up Distributive Channels to Achieve Best Advertising Results

Failure of Railroads to Function Means Smaller Production and Lessened Demand—Tax Idleness and Inaction Rather Than Productive Effort

By William B. Colver

Member Federal Trade Commission

NOTHING has been more talked of for the last few years than "the law of supply and demand." To hear some of the things that are said about this wonderful law one would think that it worked automatically and, if allowed so to work, it would solve every industrial, commercial and financial problem and cure every business disease known to man.

However, if we pry up the cover and poke around inside to see what makes the wheels go around, we find that it is not such a wonderful nor supernatural nor superhuman machine after all. We find that it is not automatic and will not run of its own accord.

The initial impulse which sets the law of supply and demand in operation is a human desire for the possession by an individual of something which he has not and which somebody else has. As that desire is awakened and directed at the same time and in many minds, a definite demand for some specific thing is definitely created and the wheels of the law of supply and demand should begin to go around.

The mainspring which gives this impulse and the most powerful factor, aside from the most primitive of normal wants, is advertising.

Without advertising, demand is a sluggish current, moving slowly in a crooked, rock-strewn and weed-choked channel. With advertising, demand becomes a rushing torrent, held within rigid banks and running straight to its destination, with a power and an energy capable of turning the

wheels of industry and of enlarging the volume of production and speeding up distribution.

Advertising, however, itself, rests upon one single foundation stone. That is results. And results are the motive power which drives the advertising machine.

Now, then, however intelligently and however liberally the magic power of advertising may be invoked, and however constant a strong demand for given goods may be created thereby, unless the demand so created can be satisfied by supply, the advertising has failed to produce its results.

This brings us to transportation, because transportation is the connecting link between supply and demand, and unless supply can be carried to demand, the law is paralyzed and the mighty mainspring of advertising is powerless to make the wheels go around.

FACTORIES CLOGGED BECAUSE OF RAIL BREAKDOWN

I talked to the head of a great concern just the other day. He is one of the greatest advertisers in the United States and he manufactures an identified and nationally advertised product. Wise advertising and sustained quality of product over many years have created a good will which, with continued advertising, must result in a continued and ever-growing demand, a demand that can only be met by an ever-increasing supply. But this concern, although it is making great additions to its manufacturing facilities to meet an insistent demand on the part of the public much greater than its present ability to supply, finds itself oversold on its books and yet with more than a million dollars worth of finished product boxed and crated and un-

Portion of address before the Washington Ad Club, Washington, D. C.

able to be moved for lack of transportation.

If this concern shall continue its national advertising, it will only do so on the basis of faith; it cannot expect results. It cannot reap the results from the advertising already done and the money already spent.

This is true from one end of the country to the other, and it touches every commodity.

Hundreds of millions of dollars are tied up in merchandise which is in sidetracked cars seeking vainly to function as the supply which will meet a demand which has been definitely created. Money is tight and getting tighter and the working capital of American business is tied up in stocks which cannot be moved, while scanty stocks which can be moved are bid for at ridiculous prices.

When the railroad ceases to deliver goods, advertising ceases to deliver results; and when supply is unable to reach and satisfy demand, then the law of supply and demand is not working any more than it is with respect to the green cheese market and the moon. For if the moon is made of green cheese, it cannot be gotten to an earthly market and it might just as well be made of putty.

A COAL SHORTAGE IN MIDSUMMER

Here we are at the end of June. One-fifth of the season of lake navigation is gone and one-tenth of the needed coal for next winter's supply has been moved to the head of the Lakes. This, unless remedied, means untold suffering and industrial shut-downs in the Northwest next winter. The industries of New England are actually closing down now, in mid-summer, for lack of coal. The number of open-top cars delivered at the coal mines is now and always has been the absolute measure of the possible production of the mines. And in the month of June, the most favorable from a weather standpoint, both as to production and transportation, the coal mines by and large were allotted about 15 per cent of the cars which they

needed. The coal miners nominally receiving a wage so high as to seem unheard of, and being able to work only one day a week, see their families going hungry. A scale of wages per hour does not mean much unless we know how many hours are to be worked or how many days.

Margin per ton to the producer or distributor may mean profiteering or it may mean an actual loss, depending entirely upon volume of business.

Since 1916 you have heard a continual clamor about "car shortage," and that is taken to mean that there are not enough cars and that the poor, starved railroads ought to have more cars. The fact is that if the available open-top cars, after liberal allowance to other industries requiring such cars had been made, were loaded with coal and moved at canal-boat speed, being allowed twenty days for a round trip and being allowed shop-time for repairs in excess of the requirements of experience, there are enough cars now on the tracks to move all the coal that this country could possibly use and have a surplus equipment which would take care of over fifty million additional tons, or nearly a 10 per cent overload factor of safety.

Without coal how can goods be made? Without coal how can goods be distributed? Without distribution how can goods be delivered? Without delivery how can demand be satisfied by supply? Without the satisfaction of demand by supply how can advertising show results? Who is going to buy advertising unless he knows he is going to get results?

Within a few days we will begin to harvest a new crop of wheat and 20 per cent of their last year's crop is still in the hands of Kansas farmers because they have not been able to get cars to move that wheat. Other sections of the country are similarly situated. The farmers have borrowed money on this 1919 wheat. The bankers cannot finance the 1920 crop until the

Ranking Fourth among America's industries as a pro- ducer of power—

The electric railways offer a permanent market for every type of power plant equipment and supplies from coal pile to bus bar.

Nowhere will you find the same problems in power production. Sales plans successful in other industries may fall flat when applied to electric railways. To get your product across to the electric railway official you must tie it up to his business, which is the manufacture and sale of street car rides.

"Why and How to Sell Power Plant Equipment to the Electric Railways" gives you a conception of the market and an insight to the buying habits of the industry.

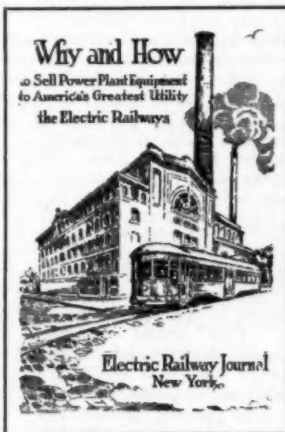
Send for a copy and get better acquainted with America's greatest utility.

Electric Railway Journal

—A MCGRAW-HILL PUBLICATION

10th Avenue at 36th Street

New York



loans on the 1919 crop are paid. Those loans cannot be paid unless the grain can get to market. And yet we hear predictions of \$25 flour and 25-cent bread.

If the ghastly transportation tangle were cleared up, advertising would still have remaining in its path an obstacle which it must surmount, or better still, remove, before it can reach a 100 per cent delivery of results—which is its end and aim. It would have to meet and overcome an unreasonable, unhealthy and indecent price structure before it could return full results to the advertiser. So then advertising and advertising men should be and must be, interested in the subject of taxation.

TAXATION'S HIGH HURDLE FOR BUSINESS TO SURMOUNT

We have had a perfectly good war, and now we must arrange to pay thirty or forty billions of dollars for it. If the burden of paying that debt is laid upon business, and if we are to continue to tax industry, effort, energy and productivity, then those taxes, and all of them, are going to be reflected back into sales prices which the consumer must pay before advertising can deliver results. If, on the other hand, we should choose to tax idleness and inaction and failure to produce, we should cease to penalize productive effort and to give bonuses to speculation and to dis-use. That would be distinctly good for the advertising game.

Let us look at some of these taxes. The excess profits tax was never a revenue measure, and it is a penalty upon economy, upon conservative capitalization and upon quantity production. It is one of the cornerstones in the present intolerable price structure. It is passed on and multiplied step by step and turnover by turnover, each time disguised, and the disguise in the end costing you and me and all the rest, as consumers, many times more than the tax itself.

We hear talk of increasing the

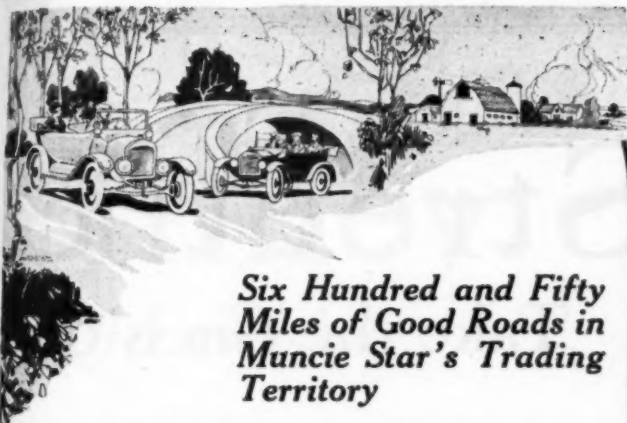
percentages in the upper brackets of the income tax schedule, especially with reference to raising another billion or two or three to provide a general soldier bonus. It is quite easy and extremely popular to say "tax the rich." But what we are actually doing now is to tax the capital of the rich out of productive enterprises and into non-productive. As the law stands, a man with a \$20,000 income can invest in State or municipal bonds, non-taxable, at 4½ per cent and with practically no risk, while to net the same rate of income any investment in industry or trade must yield him 5½ per cent—to say nothing of the element of risk. The man with a \$50,000 income must receive 6½ per cent from his productive investment in order to be able to pay his tax and yet net the 4½ per cent that the non-taxable offers him. The \$100,000 income must earn 10¼ per cent and the \$500,000 income must earn 15 per cent in order to net the sure 4½ per cent that the non-taxable State and municipal bonds pay.

Do these roads lead toward quantity production with lowered costs and prices and useful employment for every man and every dollar? Or do they lead to an orgy of public expenditures and a steady reduction of production?

I am for public works, but only when we can afford them and only in a reasonable proportion to the total national expenditure. I would rather see a new factory built in a town than a new post-office or a new city hall. I would rather see a new silo than a new concrete culvert. I am for good roads, but I would rather see the good road run from a mill to a freight depot than from the sheriff's office to the cemetery.

David Silve Joins Street & Finney

David Silve has recently joined Street & Finney, Inc., and will be in charge of typography for this agency. Mr. Silve has been with the University, Bartlett-Orr, and Marchbanks Presses and the McGraw-Hill Company, Inc.



Six Hundred and Fifty Miles of Good Roads in Muncie Star's Trading Territory

Six hundred and fifty miles of good roads in Delaware county, of which Muncie is the county seat, makes automobiling a pleasure and accounts to a great extent for the three thousand automobiles in daily use in the city of Muncie and the 5,230 auto registrations in Delaware county.

Muncie, "The Magic City," the metropolis of Eastern Indiana, now has a population of 36,524. There are 9,000 dwellings in Muncie, of which 4,770 are owned by their occupants.

There is a \$30,000,000.00 annual pay roll in Muncie, its bank deposits are \$8,858,991.52, and its average per capita savings are \$242.55. New industrial plants under construction give assurance that Muncie's factory workers, now numbering 9,000 and earning an average wage of \$35.00 weekly, will double within a year.

In addition to the attractions of Muncie as a market for the national advertiser, there is a vast potential market in the rich agricultural area which is part of Muncie's trading territory. All national advertisers should send at once for the analysis of the Muncie market which is published by the dominating newspaper of this section—The Muncie Star.

The Muncie Star, The Terre Haute Star and The Indianapolis Star offer to discriminating advertisers the least expensive and most effective method of covering Indiana. They compose

The Star League of Indiana

The Greatest Combination of Quality Circulation in Indiana

Eastern Representative—Kelly-Smith Co.
Marbridge Building, New York

Western Representative—John Glass
Peoples Gas Building, Chicago

THE SHAFFER GROUP

Indianapolis Star

Louisville Herald

Rocky Mountain News

Terre Haute Star

Chicago Evening Post

Muncie Star

Denver Times

Street &

Take the *Guess* out



Street & Finney, Inc. 1902-1920 Advertising Agents

Finney

of Advertising

NEWS:

Mr. David Silve, consultant on typography with The University, Bartlett-Orr and Marchbanks Presses, and the McGraw-Hill Publishing Company has joined the Street & Finney organization in charge of typography.

171 Madison Avenue, New York

The
**LARGEST
PAPER**
IN THE STATE OF
CONNECTICUT

The
**HARTFORD
Sunday
COURANT**

ONLY SUNDAY PAPER
IN HARTFORD—

COVERS THE FIELD
THOROUGHLY

Gilman, Nicoll & Ruthman
REPRESENTATIVES
World Bldg. Tribune Bldg.
New York Chicago.

Mother-and-Child Pictures to Sell Cocoa

Campaign of H. O. Wilbur & Sons, Inc., Brings Many Letters Commenting Favorably on the Advertised Illustrations

IT may or may not be true that at least one sure way to a man's heart is through his stomach, but the effectiveness of the child appeal to women is unquestioned. With very few exceptions a picture of a chubby baby or a bright-

the copy is appearing in about thirty-five large-circulation newspapers in New England and the Middle Atlantic States as far west as Pittsburgh and as far south as Washington. As rapidly as production can be increased, this

advertising will be extended to other parts of the country.

Wilbur & Sons were oversold when this campaign was started, and, although they have been increasing their production facilities steadily in the meanwhile, they are still in that condition. A new million-dollar Wilbur factory is under construction in Philadelphia, and it is anticipated that the increased production made possible by this new factory will also be absorbed as rapidly as the new plant is put into operation.

The copy is running in two sizes of space — three columns by 112 lines, and four columns by 168 lines. The illustrations dominate the copy, the text is very brief—

practically only a few words, in some instances no more than the new Wilbur slogan, "The Masters of the House demand it—I!" The white space has been used so judiciously that the ads dominate the pages to a very unusual degree.

Almost all the illustrations used in the newspaper copy have been made by Mrs. Maude Tausey Fengel, who has imparted to her work such an altogether delight-



ANOTHER ADVERTISER GOES TO ACCEPTED ARTISTS FOR ILLUSTRATIONS

eyed youngster will appeal instantly to all women.

All of which is not only interesting but important in accounting for the popular interest that is attending a newspaper, poster and car card advertising campaign being conducted by H. O. Wilbur & Sons, Inc., manufacturers of Wilbur's Cocoa and Wilburbuds.

This campaign has been running for about a year, and will continue indefinitely. At present

ful and pleasing mother-and-child atmosphere that the advertisements have a well-nigh irresistible appeal. The original drawings are in charcoal, and this fact, plus special care and study in the matter of engravings, have made possible newspaper reproductions that are exceptional not only from a purely technical viewpoint, but from what might well be termed a "sentimental viewpoint." That is to say, the pictures, as reproduced in the newspapers, have about them that unmistakable atmosphere which, consciously or unconsciously, the average person associates with the mother and her relations with her child. Moreover, each advertisement, with the character of illustrations used, the brevity of copy, and the judicious use of white space, is simplicity itself.

The illustrations for the poster and car card displays have been conceived and executed in much the same spirit. Harold Brett was called in to make the pictures for the outdoor displays. Working in oils for color reproduction, Mr. Brett's treatment of the mother-and-child idea was necessarily somewhat different from Mrs. Fengel's work. While lacking the simplicity of the charcoal sketches, the posters were made especially effective through the coloring. Some of the most effective illustrations for the car cards are the work of Lucile Paterson.

As L. L. Berry, the company's advertising manager, points out in explaining the campaign, one of its chief purposes is to fix in the minds of the mothers of the country the idea of wholesomeness as an inherent quality of Wilbur's Cocoa and Wilburbuds. No better evidence of the success of this phase of the campaign could be asked for than the character of the letters that the Wilbur firm has received from mothers, in response to this advertising.

"Since we began using these mother-and-child pictures in our copy," said Mr. Berry, "we have received a great many letters

from mothers telling us how pleased and delighted they were with the pictures, as well as with our cocoa, and asking if they could obtain copies of the illustrations. They liked the pictures so much that they wanted them in their homes.

"More people want Wilbur products to-day than we can accommodate. Our new factory will take care of some of this excess demand, but we realize that our buying public is growing older each year and, so to speak, we want to teach the children to follow in the footsteps of their parents. Children that are made acquainted with Wilbur products will grow into customers. At the same time, the appeal works the other way, for if you have an article—particularly if it is a pleasing food product—that the parents buy for their children, through the child appeal, you will find that the parents will buy this article eventually for themselves."

The advertising has, through creating a strong and emphatic consumer appeal, facilitated the sales department in stocking jobbers in various localities where, for one reason or another, salesmen have found it difficult to place orders.

"Cash and Carry" Ice Plan in Detroit

The General Ice Delivery Company of Detroit, which advertises ice under the name of "Absopure" offers the people of Detroit the "cash and carry plan" of ice purchase.

After telling the merits of "Absopure" ice a list of addresses headed "Cash and carry locations" is given. There is no argument for the merit of the plan; a statement of its existence seems to be sufficient.

Will Handle Foundrymen's Promotion Work

R. H. Byrum, for the last two years advertising manager of the Hydraulic Press Manufacturing Company, Mount Gilead, O., has been selected by the executive committee of the American Foundrymen's Association to handle the promotion and publicity work in connection with its membership campaign and its annual convention and exhibit which will be held in Columbus, O., in October.

Selling the Drug Trade of Baltimore

☛ There are 365 drug stores in Baltimore, who buy practically all their supplies from three wholesale druggists. Ten department stores maintain toilet departments, and are a factor, although they do not put up prescriptions or sell medicines.

☛ Through these channels, the buying population of Baltimore and its environs make their drug and toilet purchases.

☛ The retail druggists of Baltimore know that the *Sunpapers* are served by carriers direct to the worthwhile homes around their respective stores.

☛ That's why so many are willing to display goods advertised in THE SUN.

☛ The Service Department of THE SUN was created for the purpose of assisting advertisers in getting maximum distribution in the Baltimore market, speedily and economically. This department furnishes route lists covering the drug stores of the city, and gives special attention to investigations and merchandising reports.

☛ Years of experience have proved to Baltimore druggists that it is profitable to identify their stores with goods advertised in the *Sunpapers* because—

Everything In Baltimore Revolves Around THE SUN

Morning

Evening

Sunday

JOHN B. WOODWARD
Times Bldg., New York

GUY S. OSBORN
Tribune Bldg., Chicago

**Baltimoreans Don't Say "Newspaper"
—They Say "Sunpaper"**

Popularizes Trapshooting to Increase Sale of Munitions

Winchester Revives and Expands a Market and Thus Helps Take Care of Excessive Production

AS is well known, the Winchester Repeating Arms Company, of New Haven, Conn., found itself, after the armistice, with greatly enlarged facilities for producing its products and an abnormal demand suddenly cut off. New factories built during the war were faced with idleness. Ways and means of turning these factories to peace-time pursuits had been under consideration even before the cessation of hostilities. As described in *PRINTERS' INK*, one of the plans adopted was the manufacture, on a large scale, of certain hardware items to be distributed through a controlled chain of stores. But there still remained the problem of disposing of the output of its munition plants. These, of course, had expanded tremendously.

One of the big sources of demand for rifles and shells came from sportsmen interested in trapshooting. But the average man has had to look at trapshooting from the distance. The problem was so to arrange it that trapshooting could be placed within the reach of most everyone. This, naturally, would mean a greatly increased demand for the accessories necessary to the sport.

In telling *PRINTERS' INK* how this was done, Jack Hanford, superintendent of advertising, said: "Trapshooting is, of course, a rich man's pastime, or rather has been, in the past. An afternoon's sport at the traps is too expensive for the average man.

"He offered a very desirable market, though, so Winchester went about devising a way of taking trapshooting to him.

"In the first place it was necessary to eliminate the regulation 'traps.' The installation expense, the expense of upkeep which made trap boys, clay targets, etc., necessary, had to be done away with. The only way to do that was to

make the 'traps' portable, so that, so to speak, every man carried his own. To this end a convenient, small hand trap was designed and manufactured by Winchester.

"Then came the question of the gun. Trapshooting is, of course, a man's sport alone. Hitherto very few women engaged in it. There were two reasons for this. First, the expense of the gun, and then its weight, including a woman's natural dislike of the recoil shot. We, therefore, set to work to develop a gun, which would be a woman's gun, by reason of its graceful lines, light weight and lack of heavy recoil. Nor did we overlook the man, for we saw to it that it was accurate, efficient in every way.

"The shell is made as accurately had a gunmanlike design and was in every respect as the best Winchester shot shell, but due to its size, it costs only half as much. This immediately brings it within reach of the average man and woman. Furthermore, to go with this outfit, we developed a special 'clay bird' to be thrown from the hand trap.

"Dealers are enthusiastic over the outfit, for their sales have been high, and that means a constant stream of people coming into their store for further supplies. Winchester Junior Trap Shooting Clubs are being organized throughout the country, and that also means increased business for our dealers.

"This outfit has enlarged the shooting field considerably, by making it possible for novices and those who have never seriously considered shooting before to take up the sport. In other words, they are becoming consistent and steady shooters, thus enlarging our market not only for this outfit but for other calibre shotguns and rifles as well."

START
SOUTHERN CAMPAIGN IN
NEW
ORLEANS

**AN ACTIVE
BUYING MARKET**

Dealers alive to advantages of
handling advertised products.

Residents of city responsive
to advertising.

Reach the Vital, Pros-
perous Field—The City Proper

USE
NEW ORLEANS STATES

LARGE CIRCULATION CONCENTRATED IN THE CITY
Suburban New Orleans is too limited and scattered
to economically merchandise and advertise to.

The city circulation of the Daily States will pro-
duce quicker, more profitable returns at a lower
cost.

WRITE *H. K. King*
ADVERTISING DIRECTOR

Want More Information?
We'll Gladly Furnish It.

New Orleans
STATES
EVENING SUNDAY

CLASSIFIED



and THE

ED ADVERTISING

ITS SIGNIFICANCE—

It is a recognized fact that the publication carrying the greatest volume of classified advertising is almost invariably the leader of its class in producing results from advertising in the regular display pages.

The fact that The Iron Age attracts a greater volume of this voluntary, classified advertising than any other business paper is indisputable evidence that it is producing remarkable results for its advertisers.

Over 2,000 firms use this medium to sell their products and services to the metal-working industries for they realize that billions of dollars' worth of plant equipment, machinery, raw materials and supplies are bought every year by the men who read The Iron Age.

If you sell to the machinery, automotive, railroad, shipbuilding, farm implement, foundry, iron, steel and other metal-working industries, this business-building service is something you ought to have. Send for a "Bird's-Eye View" of this field in booklet form.

THE IRON AGE

The World's Greatest Industrial Paper

Established 1855

239 W. 39th STREET

NEW YORK CITY


Charter Member A. B. C. and A. B. P.

IRON AGE

Get The Facts!

About the LOUISIANA- MISSISSIPPI MARKET

TRADE EXTENSION BUREAU



SURVEY SERVICE! — One more phase of **ITEM TRADE EXTENSION SERVICE**—We are told "the best of any newspaper in America."

Carefully prepared, intelligent trade reports, detailing in full the opportunities (and the opposition) for products in or entering the New Orleans market. Unbiased, individual, accurate and complete data—gathered in response to each inquiry—not "canned."



THE NEW ORLEANS ITEM

Published Week-Day Afternoons and Sunday Mornings

JAMES M. THOMSON
Publisher

National Advertising Representatives
JOHN BUDD COMPANY

A. G. NEWMYER
Associate Publisher

New York, Chicago, St. Louis, San Francisco, Los Angeles, Atlanta, Seattle.

Famous Churches in Advertisements Boost the Sales of Wedding Rings

Tie-Up of the Ring and the Church Brings Encouraging Response

By D. G. Baird

FOR several years the Traub Manufacturing Company had advertised Orange Blossom wedding rings in women's magazines, using quarter page space and smaller. The business had prospered, the future looked promising, and it had been determined to undertake a national campaign in full pages in magazines with a more general circulation.

But what idea should be used? What display? What theme? What appeal? What copy?

For many weeks the problem was considered before a solution came. It was so simple that the wonder was it had not been thought of sooner.

Wedding rings and churches—what happier combination could one desire? Orange Blossom wedding rings would be associated with the great churches and cathedrals where thousands of marriages have been solemnized.

The first step was to determine just what churches should be featured. A church is, of course, apt to be of interest to one particular city, and this was to be a national campaign. An illustration of an imaginary church might be used, but this idea did not meet with favor. A real church should be used—one that had a

real history and a reputation.

The obvious solution was to choose several cathedrals and churches of historic associations, and for the first year's campaign four were selected: St. Louis Cathedral of New Orleans; "The



IMPOSING HISTORIC CHURCH STRUCTURES FIT IN ADMIRABLY WITH THIS ADVERTISING

Little Church Around the Corner" in New York; Holy Trinity Church of Philadelphia and Trinity Church of Pittsburgh.

The next important step was that of obtaining suitable cuts of the buildings. Several methods were tried without satisfactory results, and at last an artist was

employed to paint the churches in color.

The illustration of the edifice is the most prominent feature of the page and is always accompanied by a few words about the history and location of the building. An insert, showing four styles of wedding rings and one engagement ring, and a few words about wedding ring sentiment occupy the remainder of the space.

The national campaign is being closely followed up with suggestions to dealers throughout the country. Copies of the advertisements, with the suggestion that they be used as show cards during the month, are sent to them.

Dealers are urged to send for electros of the advertisements prepared for use in their local campaigns, and car cards and the usual literature are also furnished free of charge. A small charge is made, however, for the little booklet, "Wedding Ring Sentiment," and stuffers are also charged for at the cost of printing. The idea is to save a lot of literature from the waste-basket and also to encourage the dealer to use the material he does procure.

The company also gives a real service to dealers in helping them solve their selling problems. This service has grown until now many letters arrive daily asking for help in all manner of situations. These are always promptly and definitely answered.

Then, too, literature on salesmanship is sent to the dealers' clerks direct. "After all," says Donald K. Moore, the advertising manager, "a manufacturer's success is directly dependent upon the man behind the counter. Realizing this, I began some time ago to send out requests for the names of salesmen to whom I might send literature. At first the response was not very encouraging—only about 10 per cent replied the first year—but now my returns average 87 per cent."

To the addresses thus obtained literature on salesmanship in general and Traub Decorated Wedding Rings in particular is sent, and this is followed up by strong personal letters.

Has American Circulation Rights of French Publication.

Condé Nast, publisher of the *Nat* publications, New York, has recently taken over the exclusive rights for the circulation in America of the *Gazette du Bon Genre*, which is published under a somewhat different title in Paris, by Lucien Vogel.

F. W. Hegeman Joins Story, Brooks & Finley

F. W. Hegeman, recently with Verree & Conklin, Inc., publishers' representatives, New York, has joined the staff of the Chicago office of Story, Brooks & Finley, Inc., publishers' representatives, New York.

British Account With Atlas Agency

The advertising account of the Mil-ton Manufacturing Company, London; American agents, Alex. D. Shaw, New York, has been put in the hands of the Atlas Advertising Agency, Inc., New York.

Gambrill Account With Seaman Agency

The advertising account of the C. A. Gambrill Manufacturing Company, Baltimore, flour, "Pat-a-cake" cake flour, pancake and buckwheat flour, is now being handled by Frank Seaman, Inc., New York.

James C. Gilruth With Chicago Bank

James C. Gilruth, formerly with the *Chicago News*, has become manager of the new business department of the Fort Dearborn National Bank, Chicago.

Henry Caldwell With Hare's Motors

Henry Caldwell, former automobile editor of the *New York Tribune*, has been appointed publicity representative of Hare's Motors, New York.

Bradley Motor Account With Chicago Agency

The Bradley Motor Car Company, of Cicero, Ill., advertising account is now being handled by Sweet, Thompson & Phelps, Chicago.

Joins J. M. Bundscho

Michael Sverak has joined the forces of J. M. Bundscho, Chicago. He is a layout man, hand letterer and designer.

FLATO



Announcing Another New Record!

"THE first two weeks of our selling and advertising campaign resulted in orders for 8 and one-half solid carloads of our product. And so far we have been able to check results only in New York."
—An advertiser's statement to A. J. K.

*What is the explanation of
these phenomenal returns?*

Making Industrial Unrest Sell Steel Fences

Anchor Post Iron Works Heads Advertisement with a Photograph of Mob Scene to Shock Prospective Customers Into Action

ADVERTISING that is based upon current events is nearly always good advertising, at least in the sense that it has the first and primal requisite of an attention attracter. The news of the day is something that everybody is interested in.

Current news during the last few months has dealt largely with industrial unrest and its manifestations in the shape of strikes, public disorders and clashes with the police. Industrial unrest is commonly regarded as one of the ominous and undesirable signs of the times. None of us likes to dwell upon it and most of us would like to ignore it. But that its existence must be faced and that it must be guarded against is the contention of the Anchor Post Iron Works, which in a recent advertisement uses it as an indirect argument as to why those who would protect themselves against mob violence should invest in the company's product—steel fencing.

The advertisement does not mention either industrial unrest or mob violence by name, but leaves the inference plain in the reproduction of a photograph which shows men in working-clothes in the act of bombarding what seems to be an industrial plant with stones. Below the picture is the caption in heavy type: "Playing in Your Yard?"

Beneath the copy says: "A

mob never could were it Anchor Post protected." The copy then goes on to say: "An Anchor Post Chain Link Factory Fence forms an unclimbable, unburnable stockade that cannot be pulled



=playing in your yard?

A much sadder scene than it Anchor Post presents.

An Anchor Post Chain Link Factory Fence forms an unclimbable, unburnable stockade that cannot be pulled down or broken through. It is an ever-vigilant watchman, on duty all day and all night.

Heavy galvanized to prevent rust and corrosion, each post is securely anchored in a manner that prevents sagging or spreading. Actual experience has proven these Anchor Post Fences to be unbreakable after ten years' use in the day they were erected.

Illustration of fence not intended to show the Anchor Post Fence.

ANCHOR POST IRON WORKS

167 Broadway, New York, N. Y.

Branches: 100 South St., Portland, Me.; 100 South St., Portland, Me.; 100 South St., Portland, Me.; 100 South St., Portland, Me.



Anchor Post Fences

SECURITY FROM MOB VIOLENCE—THIS IS WHAT THE ADVERTISER IS SELLING

down or broken through. It is an ever-vigilant watchman, on duty all day and all night."

The advertisement is, in a sense, a form of "scare" copy; however, it was not intended as a piece of sensational advertising by the Anchor Post Iron Works, but one of a series in which lessons from current events are drawn so as to show the necessity for anchored steel fencing. For example, a pic-

Eighty-Six Percent renewal. Over a period of 10 years, 86 out of every 100 advertisers continue to use the New York Theatre Programs. Unquestionable proof of satisfaction.

Over a million and a half a month concentrated on the best people in New York—The largest volume of class circulation in the world.

New York Theatre Program Corporation

Formerly Frank V. Strauss & Co.

108-110-112-114 WOOSTER ST. NEW YORK

CHICAGO
406 Tower Bldg.

BOSTON
Little Bldg.

SAN FRANCISCO
Crocker Bldg.



“What’s wrong with my business?”

*How a chance question solved a
manufacturer’s problems*

“**I** DON’T know where the trouble is,” said the President. “I’ve got a fine product—good distribution—an active selling force—and yet the volume of sales and net profits are discouragingly small. What’s wrong, anyway?”

“Right there is one answer,” said his friend, waving a hand toward the shipping room. “And downstairs in your store room is another. And here”—picking up a package of the product itself “is another.

“Why, you’re about ten years behind the times,” he continued. “You’re maintaining a whole carpenter shop right here in your factory just to nail up these heavy wooden shipping cases. You’re wasting money and valuable space. You ought to use the light fibre or corrugated cases—they’re every bit as strong as wood, and your regular clerks could seal and tape them securely in a few seconds.

"Then, here"—indicating the package in his hand—"you're using a solid box where you ought to use a folding box. Think of the storage space you'd save with a box that stays flat till it's actually wanted! And lastly—the whole appearance of your package is wrong. Cheap material—wrong color—poor lithography—it simply isn't worthy of your product.

"Do what we've done—get an expert on the job. Have him put unity and character into your whole line. You'll save space—save labor and time—your shipments will be a dignified advertisement wherever they go—and your package will stand out on the dealer's shelf and attract the consumer's eye. Up go your sales—down come your expenses: there's the answer to your problem."

Solving shipping problems for the leaders in every industry

Because of its broad experience in solving just such problems for the leaders in every industry, the Robert Gair Company is especially qualified to offer expert assistance and advice.

Our plant is the largest of its kind in the world. With its facilities we are prepared to offer a complete service for packaging and displaying your goods—folding boxes, labels, shipping cases, window display advertising—giving unity to your product from factory to consumer.

We serve the greatest package merchandisers of the country. Among our clients are:

Arbuckle Bros.	Colgate & Co.
General Cigar Co., Inc.	Royal Baking Powder Co.
National Biscuit Co.	Franklin Baker Co.
Woolson Spice Co.	Lazell Perfumer, Inc.
American Chicle Co.	Palmolive Co.
Andrew Jergens Co.	Kirkman & Son, Inc.

ROBERT GAIR COMPANY

BROOKLYN

Folding Boxes Labels Shipping Cases
Window Display Advertising

ture of a fire was recently used in the same way; that is, so as to show that steel fencing will prevent the spread of those fires which are often assisted by the presence of old-fashioned board fences.

Scare copy has sometimes been criticized as unjustifiable. On the other hand, certain advertisers, like insurance companies, have contended, apparently with justice, that there is no other way for them to advertise. Human nature is largely lethargic. It contains considerable inertia. Although we will admit the existence of dangers which threaten our lives, property or health, few of us will take the trouble to safeguard ourselves until the consequences of indifference are brought forcibly to our attention.

Steel fencing is a form of insurance, in the view of the Anchor Post Iron Works. It protects persons and property from intrusion, trespass and violence from wandering evil-doers. But since insurance is a thing in which few of us invest until we are jolted or scared into it, the Anchor Post Iron Works regards itself as justified in "hitting the prospect between the eyes," so to speak, so as to stamp steel fencing upon his mind.

Unclimbable, unburnable, "unuprootable" steel fencing is a comparatively modern product. Therefore, the Anchor Post Iron Works conceived that the first phase of its advertising must of necessity deal with the idea of the need for improved fencing. The copy was, therefore, largely educational. It was left to the salesmen to sell the prospect on the product itself.

This phase is about at an end, and this year's copy will deal with the positive features of Anchor Post Fencing—its special construction, strength, long life, durability, etc.

The present copy is designed principally to bring inquiries. To the names thus obtained there is mailed a catalogue and circular matter intended to fit the prospect's needs. Industrial plants get a large full-page folder in heavy,

coated paper, printed in two colors and mailed under one-cent postage. It is freely illustrated with attractive half-tone cuts and gives exact information as to the construction of Anchor Post Fencing, what it will do, and how it may be erected.

To other persons who may be prospective users of steel fencing is mailed an illustrated booklet which describes how Anchor Post Fences are serviceable in the case of farms, country estates, playgrounds, tennis-courts, etc. The cover of this booklet bears a detachable postcard which lists the uses to which Anchor Post Fences may be applied, the prospect being invited to check the one in which he is interested and mail it to the firm for further information. At each branch office of the country a force of men is maintained especially trained in fence erection, but if a customer prefers to put up his own fence he obtains full instructions and all the necessary tools. The latter are charged to the customer and upon return his account is credited with their cost.

Havana Cigars Advertised Jointly in England

An educational advertising campaign for Havana cigars is now being run in England. Each piece of copy bears the name of the following eleven brands of Havana cigars, which are described as "The Classic Brands":

Henry Clay, Bock, La Corona, Villar y Villar, Cabañas, La Rosa de Santiago, J. S. Murias, Manuel Garcia Alonso, Carolina, La Flor de Cuba and Pedro Murias.

This campaign has been put forward by the Havana houses of Henry Clay and Bock & Co., Ltd., Havana Cigar and Tobacco Factories, Ltd., Havana Commercial Company, H. de Cabañas y Carbajal and J. S. Murias y Ca.

Service Motor With Henri, Hurst & McDonald

Henri, Hurst & McDonald, Inc., Chicago, is now handling the advertising account of the Service Motor Truck Company, Wabash, Ind.

Agency for Nu-way Milker Co.

The Martin V. Kelley Company, Toledo, has been placed in charge of the advertising of The Nu-Way Milker Company, Syracuse, N. Y.



LIKE the General in the great parade of advertisers **COLOR** commands the attention of all eyes. You missed page 59? **COLOR** attracted you to this! The advertiser mentioned there (name on request) used one great **COLOR** page in the *American Weekly*. That is the explanation of his phenomenal returns.

"TWO AND A HALF MILLION FAMILIES READ
THE AMERICAN WEEKLY EVERY SUNDAY.
IF YOU WANT TO SEE THE COLOR OF THEIR
MONEY—USE COLOR." **A. J. K.**

The American Weekly

A. J. KOBLER, Manager
1834 BROADWAY NEW YORK
W. J. Griswold, Western Representative
HEARST BUILDING CHICAGO, ILL.

The O. J. Gude Co. N.Y.

Diedmont

Sonor

SUPREME IN TONE

THE RIGHT CLASS

TUNING MACHINE IN THE WORLD

475 BROADWAY

The O. J. Gude Co

550 WEST 57TH STREET



Beauty and Utility

Where Park Row faces busy Broadway, within a few blocks of the financial center of New York, in the vortex of lower Manhattan's big business institutions, stands this beautiful Bulletin.

It is a wonderful picture.

It is a wonderful advertisement.

The majesty of Rheims Cathedral, the high standard of talking machine construction in Sonora, are both combined in this creation of outdoor advertising art.

The O. J. Gude Co. N.Y.

550 WEST 57th STREET

BRANCH OFFICES

Chicago	Cincinnati	Philadelphia
St. Louis	Atlanta	Richmond

Big Men and MOTOR



STEWART MOTOR CORPORATION
BUFFALO, N. Y.

T. R. LIPPARD
PRESIDENT

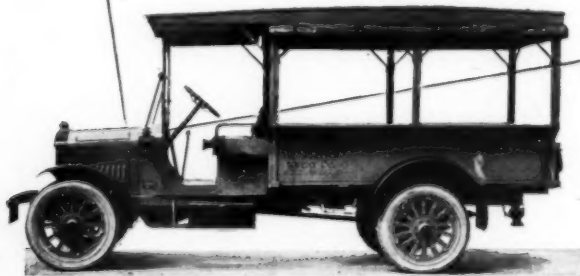
MOTOR,
119 W. 40th St.,
New York City.

Gentlemen:

MOTOR is one of the most interesting
class publications I read regularly.

Yours very truly,

A handwritten signature, likely of T. R. Lippard, in dark ink.



Switching Orders from the Telephone to the Dealer

A Manufacturer Levied an Additional Charge for Factory Delivery and at the Same Time Advised So Intensively That Dealer Distribution Became Practically Perfect

By C. B. McCuaig

DID you ever have the job wished on you of procuring the ice cream supply for a little dinner party?

If so this is about what happened: Being a man, you scorned to go shopping for your frozen nutriment. Instead you grabbed your desk phone and pleasantly requested Central to get you Blank seven-eleven—that being the number of your favorite ice-cream manufacturer. Two minutes' wait. Then a bang-bunk, bang-bunk, bang-bunk over the wire followed by a bored announcement from the operator, "The line's busy." Five minutes pass. You try again. Same result. Ten minutes more. Result ditto, and so on until at last you bang the receiver down on the hook and exclaim:

"Drat those people! Why in blazes don't they get enough wires into their place if they expect to do business?"

Next time this happens do not blame the ice cream man. He is not trying to save money on telephone connections. As a matter of fact, if he had as many lines as the Grand Central Station there would still be times when you would not get your number promptly. At the time you are telephoning there are probably a dozen other people obsessed with a desire for ice cream, and, like you, they want to get it the easy way—have it delivered by the manufacturer.

Now, while in most cities the manufacturers bow to the public's wish to buy over the telephone they do not like it a bit. In the first place, it necessitates a costly delivery service, which is much more of a burden than it was a few years ago. Also it takes up the full time of at least one tele-

phone clerk and often more. Then there are the orders which are lost because people become peeved when they cannot get the telephone connection promptly. But all these reasons are secondary to the big one that manufacturing and retailing just don't mix. The manufacturer, no matter whether his line is steel girders or powder puffs, wants to manufacture and leave the retailing to the dealer. In every line there are accepted sales channels, and this applies as much to ice cream as to automobile tires.

BIG GAIN IN FACE OF SWITCHING ORDERS

But how can a manufacturer switch his trade from the telephone to the dealer without offending his customers? This was the problem which confronted the Hoefler Ice Cream Company, Buffalo, N. Y. It found the answer in advertising. Although we are getting ahead of the story, it is proper here to add that the campaign started not only increased the dealers' sales at the expense of factory sales, which was the prime objective, but it more than paid its way in increased sales. At the time this is written the campaign has entered its third week. The first week's work showed an increase in sales of 85 per cent, and strange as it may seem, the second week showed a like percentage of gain over the sales of the first week.

It is of course impossible to predict what the third week will develop, but a big sales increase is assured, and the management of the Hoefler company is so certain that it has found a lasting way of marketing the product on a big scale that it is opening new factories in nearby towns, and

will repeat the same programme in all of the towns and cities in its territory, directing a concentrated drive for a limited space of time in each town.

There are two main elements to the drive by which the Hoefler people gained these results—concentrated effort and human appeal. It is based on the good old psychology which put the Liberty Loans across — work like the dickens for a couple of weeks and call it a day. Every last detail of the campaign was planned weeks in advance. When the appointed time came there was something new doing every minute.

The drive was based on a new frozen confection which was given the cheerful name of "Cherigold." The fact that it suggests what it is supposed to suggest probably had a lot to do with the success of the campaign. I saw a list of the more than 300 names suggested from which "Cherigold" was chosen, and there wasn't another one in the lot which had just the right appeal. Just stop a minute and try to think of an original name for an ice cream which is also in a way descriptive, and you will realize the difficulty.

NOTHING LEFT TO CHANCE

As was said before, one of the things which put the Cherigold campaign across was the fact that things were done in advance. Every step in the journey was thought out long before a word was made public, down to the smallest detail. In this lies a thought for advertisers who may be thinking of a similar drive, for I have heard of campaigns which failed for lack of unity. Things turned up wrong because the manufacturer thought his agency was taking care of them, and the agency was under the impression that the manufacturer was attending to them. In the Cherigold drive the manufacturer kept hands off, and the agency went through with the whole programme even to buying the costumes and silk stockings for the Cherigold Girls, which by the way was a task in

itself, for the material of the sweaters they wore had to be specially woven to carry out the idea.

The first gun in the campaign was a form letter sent out to all dealers well in advance. Because it gives a rough outline of the plan we will quote it:

"Get ready for big business. We have started an advertising campaign which includes street cars, newspapers, house-to-house distribution of folders, sampling in your neighborhood and everything else we can think of.

"Take a look at the items displayed in this book and get your order placed early for Cherigold. That's the name of our new frozen dainty. We are making it our leader in all our advertising this season.

"Cherigold and the Cherigold Girls will take all Buffalo by storm. Wait and see! You won't have to wait long—they will begin calling at Buffalo homes next week.

They will send people to your store to buy Cherigold.

"Be sure you have plenty of it.

"Sincerely,

"Hoefler Ice Cream Company.

"P. S. This week our salesman will call on you. Help your trade learn all about Cherigold by putting the new banners in your window, cards on your fountain, etc.

"Watch all newspapers for ads."

On the day the campaign opened all the advertising went off like a bunch of firecrackers. Newspaper space, street-car cards, posters. Wherever one looked there was Cherigold copy and all focused on a point—Miss Cherigold and her new frozen dainty. Fortune helped. The weather was warm—good selling weather for ice cream. The campaign started out with "teaser" copy: "Miss Cherigold Is Coming. She'll Bring You That New Flavor." "Miss Cherigold Is Bringing That New and Wonderful Flavor With a Thrill In It." This was followed a day or two later with the announcement, "Miss Cherigold Is Here," with the further assurance that "she will tell all about

THE students of the printing department of the Carnegie Institute made recently a tour of inspection, which covered New York and Philadelphia. Two printing houses were selected, the Charles Francis Press and one other.

Another famous institution sends its graduating class each year to visit our plant.

The controlling reasons are doubtless the same in each case. The college heads know that this business represents the last word in printing-plant construction and efficient management. They also know that the utmost in the way of courteous co-operation may always be expected here as a matter of course.

These same reasons are compelling enough to persuade buying executives to consult us about their printing needs.

Charles Francis Press

461 Eighth Avenue, New York

Telephone Greeley 3210

it." Then came the final announcement: "This Is Cherigold Week." Try Hoefler's New Flavor," accompanied by a full-color reproduction of the brick of ice cream, which, by the way, is a sort of golden background with bits of cherry sticking out of it, and this was the color scheme for the Cherigold Girls.

Then the Cherigold Girls got on the job. There were thirteen of them—Miss Cherigold and her twelve sisters, all of a type, and clad in the same costume which appeared in the advertising down to the last thread—white skirts, white silk waists, white shoes and stockings, white caps with a spray of cherries on the side and golden sweaters of silk the exact shade of the Cherigold brick, dotted with red to carry out the cherry idea. Each girl carried a big can made heat proof in which was packed tiny bricks of Cherigold which she distributed to the populace. The girls took orders and turned them over to the dealers.

BUSINESS DISTRICT INVADED AND THEN THE HOMES

And what of all the places in the world do you suppose the Cherigold Girls picked out for their initial efforts? The banks—and it went big.

A Cherigold Girl appeared in every bank in Buffalo—apparently materialized out of thin air—and every one on the staff got a sample of Cherigold, from president to office boy. And did the bankers buy? They did. From the statistics of the Cherigold drive it would seem that there is something about a banker which makes him peculiarly partial to ice cream. When the girls got through with the banks, they had enough orders to make the dealers downtown think that there really was something to the Cherigold drive.

From the banks the girls spread to the other downtown business places, then up into the residential parts, where in all 37,000 homes were visited and samples of Cherigold handed out, a little booklet having gone before telling about it, and featuring an essay contest

for the children. They say at the Hoefler head office that you could tell just exactly where the girls were working by the big rush orders that came in from dealers.

Now about that essay contest, which the booklet told about. In one family I know pretty well there are two children—a boy in kindergarten and a girl a couple of laps ahead. They still think in terms of ice cream cones. On the third day of the Cherigold drive first one and then the other came home and demanded ten cents for a "Cherigold ice cream cone." When they got to the corner store they found that Cherigold wasn't sold that way, but I noticed that we had Cherigold for dinner in spite of the fact that earlier in the day the boss of the ranch had successfully withstood the blandishments of a Cherigold Girl. This is just mentioned as a suggestion to some of you wise advertisers who may never have given a thought to the tremendous sales influence of the small members of the household.

What we started to tell about was switching orders from the telephone to the dealer, and that is what the Hoefler campaign did. At the opening of the campaign the company put a delivery charge of 25 cents on all telephone orders. This in itself put a damper on factory buying, but it was the big dealer demand the campaign stirred up that really did the trick. Naturally the dealers were fairly swamped with orders. People were not buying because they wanted ice cream but because they wanted Cherigold. They had heard about the new flavor and they wanted to try it. If their usual dealer could not supply them they would walk out and go to another store down the street. No live dealer will stand that sort of thing very long.

Leon J. Loezere, vice-president and general manager of the Hoefler company, summed it all up when he said: "The thing that counts is to tie your advertising and your selling so closely together that no one can tell which is which."

—the potent, primary medium

is the daily Newspaper. It is the most effective back-bone for every advertising campaign.

The Newspaper reaches the greatest number of people, sectionally or nationally, according to your demands.

The Newspaper wields the greatest power.

Through the Newspaper you can parallel circulation with your own distribution.

The Newspaper, available at a few hours' notice, is the most adaptable of mediums.

To the daily Newspaper, all other mediums are supplementary.

This incomparable, elastic influence can sell *your* merchandise.

Invest in Newspaper Advertising

E. Katz Special Advertising Agency

Established 1888

Publishers' Representatives

Chicago
Kansas City

New York

Atlanta
San Francisco

THE JEWISH

As a market for package merchandise the Jewish field has received proportionately less attention than has been paid to any section of the country.

Yet it is a demonstrable fact that Jewish people spend a large portion of their income on package goods and branded merchandise. And they do this because of their undeniable insistence upon Quality in everything they buy.

So that very often, in spite of being ignored by the manufacturer of a good article, the Jewish people will buy and use his goods, paying the price for quality.

H MARKET

BUT why create a market by this slow process of natural growth when a little intense cultivation will bring down into your lap one of the best-paying markets in our country?

The Jewish people are good spenders, good liver and discriminating buyers of quality merchandise. They are expert judges of goods and will take nothing but the best of everything. The better the article the smaller will be the cost of promotion work in the Jewish market.

Let any one of the Big Four of Jewish journalism in America analyze your merchandising problem. You will get an unbiased opinion and valuable advice free for the asking.

Jewish Daily News

*Jewish Daily Forward Jewish Morning Journal
The Day-Warheit*

We Work With You

*—presuming, of course, that you are
a national advertiser or an agency
man.*

The other name for this work of ours is cooperation. Our service department delivers the goods, a fact which many advertisers well know—and on, which we have their unsolicited testimony.

South Bend, the shopping center for Northern Indiana and Southern Michigan, offers one of the best balanced markets in America. In the heart of rich farming territory, South Bend also is the central and largest of a group of hustling industrial cities and towns.

This worth-while market is thoroughly covered morning, evening and Sunday by the News-Times which guarantees more than 17,000 daily.

SOUTH BEND NEWS-TIMES

Morning

Evening

Sunday

J. M. STEPHENSON, Publisher

Foreign Representatives

CONE & WOODMAN, INC.

Chicago

New York

Detroit

Atlanta

Kansas City

Is Technical Advertising Too Technical?

It Depends, of Course, but Don't Forget That Technical Men Are Human, the Same as the Rest of Us

By S. C. Lambert

TO many advertisers and creators of advertising it seems to be an unwritten law that all advertising of a product which in itself is technical should bristle with technical terms and phraseology. Worse than that, the *idea*, the selling thought, must be limited to arguments appealing solely to the part of the buyer's brain wherein lies mechanical judgment.

Point out to these advertisers that their advertising is dry, uninteresting, that it lacks the slightest semblance of the warmth of human interest, and they will reply:

"Yes! But the kind of people we are trying to sell are engineers who demand facts, figures and plotted charts. They don't care a snap for human interest. I suppose you would have us work into the illustration a pretty girl—" at which I would interrupt and say "Most certainly if she belonged there; if I could do it *logically* and if by doing it I could attract the buyer's attention in a sensible way."

For I remember discussing this with my friend Jean Balsey of the American Bridge Company, who knows too much about selling to discount *any* method until it has proved a failure. Jean told me of old Scotty MacPherson, who sold bridges, big, steel monsters involving hundreds of thousands of dollars, and seldom lost a sale. Mac would go into a board meeting or before a town council with his specifications wrapped in a sheet of drawing paper. At the proper time he would unwrap his papers, toss them aside, smooth out the drawing paper, and, taking a pencil from his pocket, commence to draw, talking and listening at the same time.

Before coming to the meeting, he would have visited the spot where the river had to be spanned. With a few quick strokes he would sketch the place, then outline his conception of a bridge.

He was a good artist and a rapid worker. Invariably the attention of the whole board would soon be focussed on the drawing as it grew before their eyes. They watched him, fascinated by the rapid moving pencil, until he had completed the bridge. *Then* the real genius of Mac asserted itself.

On the middle of the bridge, apparently thundering across, he would draw a train with smoke pouring from the stack. Perhaps a farmer's horse and cart would be shown, also, if it were a rural community, but the climax of all was reached when he drew a young couple in the near foreground. He would have them leaning over the bridge, one arm of the man around the waist of the girl, their other hands resting in one another on the rail.

It was a master touch. It made the bridge real and complete to the eyes of the board—and they were more than half sold right there. Other salesmen talked in terms of so many feet of steel, of stresses, of the distribution of weight. Mac visualized the bridge to them as an accomplished fact. Should you ask Mac how he managed to sell a certain bridge in the face of much competition, he would reach for the particular drawing, make a circle around the young couple and say:

"They did it!"

MANY TECHNICAL ADVERTISERS
OVERLOOK HUMAN NATURE.

It would be absurd to say that a man buying a steam engine (for instance) doesn't want to know

all about indicated and brake horse-power; thermal efficiency; steam charts; initial steam pressure and the thousand-and-one technical details that are embraced in construction and performance. On the other hand, it is just as absurd for the advertiser to forget the fact that he is selling to a *man* who appreciates a good cigar or story; who enjoys a theatre; who dresses well; who, in short, may have any or all of the human desires, emotions, traits of character or weaknesses through and by which his pocket can be reached as well as through his brain.

Some advertisers forget that engineers may have a fine sense of the dramatic—that they can be sold by a technical argument if it be dramatized for them. Many an engineer or manufacturer has been sold by someone taking advantage of his pride in the appearance of the engine room—in the beauty of an engine with brass and nickel parts properly distributed to make it a thing of beauty and emphasizing that beauty as a sales argument.

Many a man, who should have bought a reciprocating steam engine to meet the particular conditions in his plant, has installed a turbine because his *vanity* impelled him to get something that was modern—that would make people say he was up-to-the-minute. There is fashion to be considered even in power plants.

One of the biggest power plants in the world—the 60,000 h. p. gas-steam engines of Ford in Detroit—was installed, not because it could be proved the engines were more economical than other forms of power producers, but because they were different, were individual, and would prove a spectacular advertisement for Ford—which they are.

Then, too, think of the great part that personality, friendship and good will play in the sale of big units. After all the technical points pro and con have been weighed in the balance, one little touch of friendship or personality is enough to tip it in the right direction.

Don't misunderstand me! I am

not saying that these auxiliaries should be used *instead* of the necessary and fundamental technical data, but we should remember that though they are auxiliaries, some of them are powerful and must not be overlooked in selling or advertising.

It is well to remember that human nature is elemental and doesn't change much. The knowledge that men acquire through education or experience is more or less an artificial attribute of the mind. To reach a man solely through his brain demands that the format you use be equal to his knowledge. If your technical data are below his intellect he unconsciously ridicules or despises them and you. If you use art, language or thought beyond his intellect, his brain cannot assimilate it. In the one case you are giving a professor of literature an elementary grammar; in the other you are asking the average man to consider your product in the light of the Einstein theory.

The same picture that makes an African negro laugh or weep might also make a professor of philosophy laugh or weep. In many elementals outside of education and civilization we are, and always will be, "brothers under the skin."

A purely technical appeal can only reach those minds on the same plane; hence it limits itself. It is true that all the force and power may be limited within a circle in which it rightfully belongs—that to widen the appeal is to diffuse and weaken it, but the peculiar working of the force of advertising is such that these cases are extremely rare.

Suppose we wish to sell steam engines (to keep to our original example) to manufacturers and to do it by advertising, it is better that the advertising should convince not only the manufacturer, but the engineer, the oiler, the foreman in the shop and even the workmen. If it were possible to prove the superiority of a certain steam engine to all the work people in a factory, this indirect force of good will would become known, would work upward and

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A TIP FROM A MAN FROM TEXAS

IN a Pullman I met him—that man from Texas—a train dispatcher on his way to England, who gave me a tip of interest to every manufacturer of goods the railways need.

We talked on various subjects, and just before going to the Diner for lunch, we exchanged cards. "Too bad we did not meet yesterday," he said, and then he told me why.

"I met an old friend on this train yesterday, the purchasing agent of a big shipyard on the Pacific Coast now, but who when I first knew him, was the general manager of a 90-mile lumber road. His people had no purchasing agent, and he had to buy everything. Busy boy was 'Ed' in those old days, and a mighty keen buyer, too; us boys often wondered how he managed to buy all kinds of stuff and 'pick 'em right' every time.

I calculate the President of his road wondered, too, for one day he said, "Ed, how do you buy supplies?" "How!" said Ed. "Here's how—by the Rule of Three. *First*, I read the Railway Age. *Second*, I know that advertisers in it are reliable. *Third*, I know that if a concern advertises in it continuously, you are assured of satisfaction. Remember those axles we needed a while back?" The President nodded. "Well, we got satisfactory ones, didn't we?" Another nod from the President. "Sure they were, and I knew they would be." "Why?" said the President. "Because when I placed the order, I knew that Company we got 'em from had had an advertisement in nine consecutive issues of the Railway Age."

"I'm sorry I didn't meet your friend," I said. "Does he still read the Railway Age?" "He was reading it when I met him on this train yesterday," replied the Man from Texas.

The moral! Confidence begets confidence, and constant publicity in the Railway Age begets both confidence and orders.

SIMMONS-BOARDMAN PUBLISHING COMPANY

Woolworth Building, New York

CHARTER MEMBERS

Audit Bureau of Circulations

Associated Business Papers

Also publishers of *Railway Mechanical Engineer*, *Railway Electrical Engineer*, *Railway Signal Engineer*, *Railway Maintenance Engineer*, *Marine Engineering*, *Boiler Makers and Locomotive Cyclopedia*, *Car Builders' Cyclopedia*, *Shipbuilding Cyclopedia*, *Material Handling Cyclopedia* and *Maintenance of Way Cyclopedia*.

Chicago

Cincinnati

Washington

Cleveland

London

have a *direct* result on the sale.

The man who has to choose the power plant says to Bill the Superintendent:

"We're thinking of buying a Jones engine. What do you think of them?" And what Bill thinks is duly recorded for or against Jones' engines—yet technical data on steam engines would be lost on Bill.

A glance through the general periodicals shows that, in a few isolated instances, technical advertisers are breaking away from the all-technical arguments. Only in rare cases, however, is this true of the business publications. In the latter journals there is page after page of illustration and text that mean that he is "wasting space on pictures." That cake in color is a living advertisement for the shortening and every woman knows it. Far more cakes have been baked since they have been temptingly visualized for folks who were getting out of the habit of home baking. What would you have the ad-man do: produce twelve full pages in one color, all type, describing a layer cake?

To advertise and sell an article like Djer-Kiss a certain atmosphere *must* be created. When Maxfield Parrish paints a canvas in color, filled with fairies and goblins and mystic forests, and royal purple hills and magic castles, Djer-Kiss begins slowly to materialize as something more than a scent locked in a bottle. Three-fourths of a page devoted to Mr. Parrish is good advertising.

F. R. Arnold & Company, importers of toilet preparations wish quickly to market a new line, La Dorine. Talking in type would scarcely do it. Type is type and if you don't read it, it's the coldest thing imaginable. Therefore La Dorine is minimum text and maximum picture. There are gorgeous panels showing the Casino at Monte Carlo and other well known pleasure resorts. Why, some one asks, should they devote all that valuable space to a picture of Monte Carlo? What has *that* to do with a sachet powder for women, eh?

Easily answered. "From every

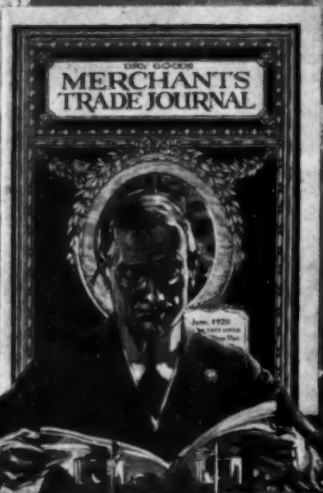
great city of Europe beautiful women flock to Monte Carlo to enjoy the superb climate and brilliant gaieties of this famous recreation spot. The costumes worn in the season at Monte Carlo establish fashions for the rest of the world for months to come. The exquisitely gowned women seen there are of every nation, but their costumes and accessories almost without exception come from Paris." La Dorine is intensely Parisienne. It's atmosphere, you growlers and grumblers!

I have heard a dozen men at least—who should have known better—criticize the advertising of Lynite, on the grounds that it was terribly over-illustrated. A double-page spread was nine-tenths pen-and-ink technique by the genius, Coll. They do not stop to think that to talk Lynite, which is a new metal, for fifty-two weeks a year, in the set phraseology of the foundry, would repel rather than attract. Advertising of a certain kind must be made appetizing to the public. And warmth, interest, thrill, the extravaganza of fancy has been created for Lynite by Mr. Coll and his colleagues. We never believed we *could* be so interested in the metal parts material of a motor car. It's like Dumas writing a booklet for a cream separator or Michael Angelo illustrating a shaving cream series.

There are thousands of advertised products and articles which are, in themselves, deadly dull and uninspired. By comparison and imaginative resourcefulness they are lifted out of their own stupidity. People would never in the world take the trouble to study such problems or digest such messages, if the advertising man were not a very clever fellow. He weaves the spell; he leads them, step by step, into study of life and civilization and human achievement, by force of his artistry. Imagery is like dynamite. It is the greatest of moving powers.

There can be no such thing as over-illustrating an advertisement, if the salesmanship is there and if the human mind is made to do a little or a great deal of thinking on its own score.

THIS MAN AND THIS BOOK



This man symbolizes a great market.

That market is composed of thousands and thousands of department, general and dry goods store merchants.

Millions of consumers habitually come to this man to purchase merchandise.

His business is buying. *Buying to supply the demands of these millions.*

The publication is the paper that he reads.

It is a valuable medium for the manufacturer or wholesaler, who cares to influence the buying of this man.

DRY GOODS
**MERCHANTS
TRADE JOURNAL**

Merchants Trade Journal

McIntire & Co.

HANDWARE MERCHANTS' TRADE JOURNAL

FURNITURE MERCHANTS' TRADE JOURNAL



Southern Farmers Welcome Modern Farm Implements

Less improved farm machinery has been used in the South during past years than in other sections of the country, largely because of the large amount of cheap labor available in the South. That condition no longer exists. Labor is scarce and southern farmers are buying tractors and improved farm machinery of every description almost as fast as they can get their hands on them. Then, too, southern farmers are prosperous; they have the money with which to buy improved farm implements and other things of this kind. This connected with a labor shortage for the first time in the South, combines to make the sale of improved farm implements, tractors and all labor-saving devices an easy matter for the manufacturer who has something adapted to southern conditions.

The South has about one-fourth of the territory of the United States, but the total value of crops and livestock in this territory is approximately \$10,000,000,000.

There are greater opportunities for marketing improved farm implements of all kinds, including tractors, trucks, etc., in the South than any other section of the country.

The wonderful prosperity of the South, coupled with the labor shortage and the fact that more cultivated or row crops are grown than in any other section, makes the South the biggest opportunity for big volume in all kinds of labor-saving farm implements. The southern farm papers can help you get your share of this business. A letter to any member of the association will bring you make facts.

SOUTHERN FARM PAPER^{for} ASSOCIATION

SOUTHERN PLANTER

Richmond, Va.

SOUTHERN RURALIST

Atlanta, Ga.

MODERN FARMING

New Orleans, La.

PROGRESSIVE

Birmingham, Ala.

Memphis, Tenn.

FLORIDA GROWER

Tampa, Fla.

SOUTHERN AGRICULTURIST

Nashville, Tenn.

SOUTHERN CULTIVATOR

Atlanta, Ga.

FARMER

Raleigh, N. C.

Dallas, Tex.



The American Association of **Foreign Language Newspapers, Inc.**

SERVICE in the
Foreign - Language Field

American
Tobacco Co.

American
Express Co.

American
Woolen Co.

Armour & Co.

Bank of the
United States

Columbia
Grafonola

Consolidated
Gas Co.

Converse
Rubber Co.

Corn Products
Refining Co.

Durham-
Duplex
Razor Co.

De Laval
Separator Co.

Goodrich Tires

Gorton-Pew
Fisheries

Goodyear
Rubber Co.

Guarantee
Trust Co.

THESE and MORE

can attest to the tangible aid given them in the distribution of their products in the foreign-language field by the American Association of Foreign Language Newspapers, Inc.

Cooperating with the manufacturer, working WITH the advertising agency, this association offers service in advertising and merchandising, including data covering 41 nationalities, ~~costs~~ of comprehensive campaigns in the 1350 newspapers whose publishers put their faith in this association and messages with the right ~~appeal~~ ^{appeal} appeal written by a competent copy staff.

This Association is THE link for your use in selling the virgin market of 15 million foreign born readers of the newspapers printed in their own tongues.

Hood
Rubber Co.

International
Harvester Co.

Larabee Flour

Lever Bros.
(Rinso &
Twink)

Mishawaka
Woolens

New York
Edison Co.

New York
Telephone Co.

Nuxated Iron

Orange Crush

Puritan Malt
Extract

Standard
Oil Co.

Standard
Oil Co. of
Indiana

Union
Trust Co.

United States
Rubber Co.

John
Wanamaker

Westinghouse
Electric &
Mfg. Co.

Weyman &
Bruton Co.

Wilson & Co.

NATHAN H. SEIDMAN

President and General Manager

Little Building
BOSTON

30 E. 23rd Street
NEW YORK

Peoples Gas Building
CHICAGO

Moving the Sales Department into the Dealer's Store

A Trade Paper Campaign That Keeps the Dealer in Step with the Factory

By Roland Cole

THE principal trouble with the dealer proposition is that some manufacturers do not yet know what the trouble is. One thing they do know—the dealers' sales (note the plural form) in the aggregate are inspiring. There has been a 30 or 40 per cent increase over last year. It is, only when the manufacturer picks out a particular dealer in a particular town, looks long and determinedly at the few hundred or one or two thousand dollars' worth of business which the dealer did last year, in a town of nearly one hundred thousand population, full of factories that use tons of goods, that he realizes something is not as it should be.

Then a member of the home-office staff makes a trip, visits a half-dozen dealers in as many towns, listens to the dealers talk, and comes back to the shelter of his private office a changed man. For a few weeks he feels that he has grossly misunderstood the dealer. He does some proselyting among other home-office people and tells them the dealers' troubles. There is a general feeling that the factory must do better.

It makes no difference who the manufacturer is, his dealer proposition is far from settled. It is the toughest thing he has to deal with, mainly because it is not under his control, as so many of his other problems are, and he might as well realize it. Here is a fine example of what happens, in ninety-nine out of every hundred cases, when a home-office man calls on a dealer:

H. O. Man: Thought I'd call to help you increase your business in our line.

But the sight of the home-office man reminds the dealer of many little things that need adjustment—some old stock in the cellar—

damaged and imperfect goods—returns—freight allowances—dissatisfied customers.

H. O. Man: All right. We'll go over those items before I get away. Meantime, let me see our display.

Of course, it is not complete as it should be. The dealer has been a little short-handed lately. By the way, the home-office man doesn't know where the dealer can get a good clerk, does he?

The day is spent rearranging the display, making up a stock order, and visiting one or two large customers. Dinner at the dealer's home that evening, cigars, a pleasant time on the porch, and the home-office man listens long and patiently to some inside store politics, the orneriness of the silent partner, clerk trouble and a few other things that happen to be engaging the dealer's attention. He leaves at length—mutual assurances of delight and hopefulness for the future.

The next day the home-office man repeats the experience in the next town. No wonder he returns to the factory after a week of this, convinced that the factory must make itself right before it looks for much improvement on the part of the dealer.

A SALES MANAGER'S WEEK WITH A DEALER

A sales manager who had been through this experience several times had a new idea one bright Sunday afternoon. Monday he closed his desk with a determined bang and started for a certain town. He meant to visit just one dealer this time and not a whole group. When he arrived he told the dealer he had come to stay a week.

The first day was spent in exactly the customary way. Store

trouble, complaints, inadequate discounts and poor deliveries took up most of the time. He had the dealer and his wife down for dinner and the theatre that evening and between acts listened to the usual recitation of grief. Just before the sales manager retired for the night he felt reasonably sure he had disposed of the regular order of business and was ready for the next section of his programme—New Business.

Bright and early the following morning he came down to the dealer's store, beating the boss by a half-hour. With him he had a sample-case of material that had reposed in his room all the preceding day.

The first thing he did was to go over the display carefully. A stock order was made up, not hastily as though he had to catch the next train out of town, but thoroughly, looking up the sales records on all the various items. Then he went into the basement and dragged forth all the shopworn and returned goods, had a number of repairs made locally and shipped the rest back to the factory.

He found there was a sufficient amount of stock on hand to make up a nice window display, so he arranged to have one of the clerks come back to the store with him that evening and put the window in shape. This clerk, by the way, was a new mah, who knew very little about the sales manager's line. As they arranged the window he told him something about the company, its size, policies and product. The clerk became greatly interested. He took a lot of printed matter home with him that night for the purpose of familiarizing himself more thoroughly with the goods.

The next day the sales manager procured a map of the county, representing the dealer's territory. With the dealer beside him, they went through the telephone directory list of all the manufacturing enterprises in the city and surrounding towns. The location of every plant was indicated by a heavy blue dot. This took a long

while, and when they got through the dealer manifested some surprise to see so many dots on the map. Calling for the sales ledger, the sales manager began naming off the various firms to see how many of them bought goods from the dealer's store and what kind of goods they bought. A circle was placed around the dot on the map of every firm that could be considered a regular customer.

If the dealer had been surprised at the number of dots he was surprised more completely at the scarcity of circles. Very few of the firms in his territory were regular customers. The sales manager asked the dealer what it would mean to him in dollars and cents if every dot on that map had a circle around it.

To make this as vivid as possible to the dealer he drew a rough sketch on a piece of paper of the dealer's store, which he placed in the centre of a three-inch-diameter circle. Within this circle he indicated thirty or forty dots. Outside of the circle, about twelve or fourteen inches away, he sketched a store.

MORE MODERN METHODS

"This store," said the sales manager, "is one of your competitors in a neighboring city, at least fifty miles off. Is there any reason why any of the firms inside of this circle, within easy distance of your store, should be obliged to send away over to that city for goods which you could as easily carry in stock? All you have to do is to walk down the street and let this man know you have the goods. Why compel him to get them fifty miles away?"

The next thing the sales manager did was to ask the dealer for his list of customers and prospects. It had not been kept up, the dealer said, but maybe he could find it. He finally found it, somewhat dusty and neglected-looking—a card-index tray containing forty or fifty cards. These cards had been sent originally from the factory to the dealer—real live prospects when they had been sent, but now as cold as fossil



The Chemistry of Advertising...

WE give your product an honest analysis—uncolored by hope—unflavored by ambition. We find the *one* selling argument which *overtops* all the rest. And then we present this Dominant Idea *graphically* to dealer and consumer.

Without obligation to you, an executive of this organization will gladly call to give you detailed information regarding Dominating Idea Advertising.



MJUNKIN ADVERTISING COMPANY
CHICAGO • CLEVELAND
25 S. WABASH AVE. LEADER NEWS BLDG.

footprints of an extinct species. He dumped them in a nearby waste-basket, wiped the dust out of the drawer, placed therein a new set of index cards taken from his sample-case, and dictated a few instructions to the dealer's stenographer for the future use of the file. A girl was put at the job of listing the names from the telephone directory.

All this work took about three days of the sales manager's time. The remainder of the week was spent in calling on prospects. In every case he took the dealer along. At least one prospect was called on for each class of goods handled by the dealer. This gave the latter the opportunity to witness a demonstration and canvass on the entire line of products. When the sales manager took his departure on the following Sunday both he and the dealer had a new understanding of their relationship.

MAKING THE DEALER'S EDUCATION CONTINUOUS

The Greenfield Tap and Die Corporation, of Greenfield, Mass., was up against a dealer proposition of this kind, complicated by a factory condition that was unusual in many respects. The Corporation is a consolidation of a number of companies, each of which had established a market for its products before the consolidation, and in consequence of which the new company is marketing a very extensive line of gauges, small tools, pipe tools and machine tools.

A line like this is not an especially easy one for the dealer to handle. It entails a good deal of technical knowledge on his part, familiarity with machine-shop practice and a speaking acquaintance with a few odds and ends of screw-plates, reamers, die-stocks, tap-wrenches, cutters, vises, threading machines, lathes and their cousins and aunts.

There is no such thing as educating a dealer in a line of products like this except by attrition—wearing away his lack of knowledge by enforced contact. To ex-

pect him to get it any other way is just as foolish as trying to make him give up his business for a couple of years to take an engineering course in a technical school.

The company therefore undertook a campaign of dealer education in a group of hardware-trade publications to (1) improve conditions inside the dealer's store and (2) help him in going after business outside the store. Instead of trying to educate the dealer all at once, or over a short period of time, this campaign seeks to make his education a continuous affair by presenting to him once a week, through the medium of his trade paper, a series of specific "things to do" which will lead him to acquire the necessary information to carry them out.

One of the first of these advertisements compared a hardware dealer with an auctioneer, who, in the course of his work, has to sell a great many goods with which he is more often unfamiliar than otherwise, but he seldom fails to seize on the chief selling point or advantage of the particular item he is selling and invariably is able to create enthusiasm for it.

So, the hardware dealer is told, in this advertisement, he will find that if he will take one of the GTD tools, such as the "Gun Tap," with its obvious advantages, and instill its superior qualities into the minds of his salesmen and make them enthusiasts, his store will soon be showing gross sales and turnover extraordinary for a supply house and be known to local manufacturers as "The House of Specialty Tools."

GETTING THE DEALER TO THINK HE IS THE CUSTOMER

Perhaps the hardest thing for a dealer to do is to put himself in his customer's place. He is, as a usual thing, so engrossed with the multitudinous details of his own business, the intricacies of store-keeping, the worries of management and the turnover of stock, that he is seldom able to stand in his customer's shoes long enough

CLEVELAND Moves Up

According to official figures recently announced by the U. S. Census Bureau, Cleveland's population is now 796,836. This count is exclusive of suburban area and is an increase for the decade of 42%.

So Cleveland is now fifth city.

Yet Cleveland's population alone, great and growing though it is, does not indicate the quantity and quality of Cleveland's buying power.

For Cleveland is far and away above cities of greater population in bank clearances, in bank deposits and in post-office receipts.

There is more money in

Cleveland per capita! There are greater savings bank deposits.

Cleveland has the money and a market unique in attraction to the advertiser because Cleveland is the "Hub"—the buying center for a 3,000,000 high-power consumer territory which includes such cities as Akron, Youngstown, Canton, Lorain, Sandusky, Elyria and Ashtabula.

And this entire territory can be covered by a single newspaper. You influence every buying factor in Northern Ohio through The PLAIN DEALER alone. That's why keen advertisers concentrate in

The Plain Dealer

Cleveland
Fifth City

EASTERN REPRESENTATIVE:	WESTERN REPRESENTATIVE:
JOHN B. WOODWARD	JOHN GLASS
Times Bldg., New York City	Peoples Gas Bldg., Chicago

Business Ability

The first demand you should make of your advertising agency is that its personnel be made up of good business men—men able to make their own business pay big.

There are other essentials—you will find them in our book "*How to Judge an Advertising Agency.*" Copies will be sent free on request.

J.H. **CROSS** CO.

General Advertising Agents
214 South Twelfth Street - Philadelphia, Pa.

to understand what that customer expects of him.

One of the greatest services a manufacturer can do for a dealer is to make him put on his hat and coat, go out on the sidewalk and imagine himself to be a customer of his own store. Let the manufacturer stand behind the dealer's counter for a moment and make the dealer walk in to him. The unwonted exercise that this simple experiment will give the dealer's imagination will last him a lifetime. If the man back of the counter makes the most of his opportunity, he will say to the dealer: "I haven't the slightest idea what you require in the way of taps and dies. I've never been down to your factory. I don't even know whether the stuff I carry in stock is suitable or not. I'd like to go back with you and take a look at your equipment. If I do that maybe I'll be able to carry in stock just the things you need oftenest."

This situation was dealt with in one of the advertisements. The dealer is asked to imagine himself to be a customer for a ¼-20 GTD hand tap which he has seen advertised and expects a good store to carry in stock. Would he know what a ¼-20 GTD hand tap is? Where to find it at once? And how to explain its particular and especial features if he as a customer hesitated about buying it?

Half the battle is over in selling when the prospect can be coaxed to handle the article he shows an interest in.

An automobile salesman (almost a lost art, these days) tried every trick in his repertoire to make a prospect say the fatal word, but without success. The man did everything the salesman asked him to do—he came out on the sidewalk and looked at the car, he even got in and took a ride—but he also got out and walked away afterward. Then one day the salesman had an idea. He got the man out again and when they were on an open stretch of road he slowed the machine down, opened the door, stood on the running-board and induced his pros-

pect to slip over into his seat behind the steering wheel. Then he persuaded him to take hold of the wheel and guide the machine. That was all. It was enough. After that short ride it took the man about two days to make up his mind. He called the salesman up and told him he was ready to buy.

This is a pretty sound principle in selling, so one of the GTD advertisements asked the dealer if he was mechanic enough to appreciate the fine points of a GTD tool when he saw it.

"When you get in a shipment of new tools," asked the copy, "do you ever take one of them in your own hands, look it over and study its improvement over its old-fashioned ancestor of a dozen years ago? When you put this tool in stock, will it just pass through the store to the shelves and then to the customer who chances to ask for it—or will you familiarize yourself and your sales people with it—so that you can actually recommend it to the shop-foreman or superintendent in your trade area who doesn't know about it?"

THE BUGABOO OF THE BLUE-PRINT

A blue-print has about the same effect on the average dealer as Bluebeard had on his latest wife. One way to scare a dealer off a job is to flash a blue-print at him. But if the dealer can ever be brought to the realization that the man who made the blue-print wants the dealer's help and advice, he will look at it in a different light.

One of the advertisements deals with this subject most interestingly. A long series of experiments, says the copy, lies behind every blue-print, to get it right. As a far-sighted merchant, the dealer is told that he ought to know something about these blue-prints, particularly those of mechanisms being built or repaired in his trading area. Very often the dealer's advice is wanted on screw-thread practice—to determine how to get the right screw-cutting tools for the right job.

"If you or your outside sales-

man can sit down with engineers or repair men and tell them what they can do with the various types of threading tools in the GTD line to get better machine-building or repairing—you will develop a desirable class of trade which many good stores are not now reaching."

No phase of the dealer's work in the store is overlooked in this series of advertisements. The value of an adequate prospect list is emphasized in one.

"If you make up such a list, and put it away to gather dust, it will be worthless. In thinking of the trade area around you, use the prospect list in one or all of the following ways: (1) Sending a salesman to call. (2) Sending letters or circulars by mail. (3) Advertising. (4) Telephoning. Keep up a systematic campaign. Use the above methods, following one with the other at well-timed intervals, and you will get results—particularly with the GTD line of threading tools and the follow-up material we can supply you."

Probably one of the most effective advertisements in this series is one entitled, "What Brains Are You Putting Into Your Customers' Business?" in which the dealer is told that in addition to a perfectly managed store he needs a working knowledge of his customers' business. The dealer can anticipate results which workmen, foremen, superintendents or engineers might be getting with his help in introducing GTD threading tools to them. Putting the same brains into his customers' business as he does into his own means marketing brains along with the goods—the highest type of science any business house can give to-day.

Using the right key to unlock the purchasing agent's door is the subject of another timely sermon which impresses upon the dealer the fact that if he will try selling the use of his tools instead of the tools themselves he will be able to get in to see his man more often. When he has data about how his tools save money or time he has a key to unlock any door.

"GTD," says this advertisement, "has accumulated data about threading tools which will be welcomed by industries in every line where threaded parts are being made or assembled. Use these data as a key—make it known that you have them, and manufacturers will send for you—instead of turning you away."

Manufacturers doubtless give more time to considering ways and means of driving their dealers out after business than to any other one subject. It is the stubbornest problem in the whole list. The store seems to hold a fatal attraction for proprietor and salesman. The number of excuses they can give for hanging around inside is like the streets on a belt-line street-car route. Whenever a manufacturer finds he has solved the problem, next month's sales report proves that he has not.

"Do You Sell Your Customers or Do They Just Buy from You?" is the heading of another advertisement. "Better have a talk with John, that junior clerk you're so hopeful of, and send him out next week to make a few calls. You'll find that the business he'll bring in will pay profits enough to hire another inside man in his place."

"Try John on selling the Acorn Die. Explain its features to him and let him call on a few manufacturers you know ought to be using it. That one tool alone has put many of the big supply houses on the map."

Supplementing the trade-paper campaign, which has been running for several months, a series of bulletins is being mailed to the dealers. Each bulletin is in four-page form, with a letter printed on the first page, and reproductions of the advertisements on the other three pages. The first bulletin sums up the service offered the dealer by the Dealers' Service Department:

"Whenever you find yourself in a mood to invite us, the Dealers' Service Section can assist you in various ways to keep your stock of GTD tools moving."

"What can we do? Read on:
(Continued on page 97)"

Springfield, Mass.

The Third City in Massachusetts

*By the 1910 census figures Springfield, Mass., was eighth in the state in population. By the 1920 figures it gained 40,412 or 45.4% and passed Lynn, Lowell, New Bedford, Fall River and Cambridge, all growing cities, making it the **THIRD CITY IN THE STATE IN POPULATION.** It is a city of diversified industries.*

Reach it through the

**Springfield Republican
and The Daily News**

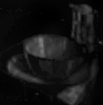
Circulation over

50,000



**MAXWELL
HOUSE
COFFEE**

"Good
to
the
last
drop"



MAXWELL

FIVE years ago the Cheek-Neal Company started out two for this space covering the entire street-car service.

The gains during these two years make Cheek-Neal a company of our concern in the South. The Cheek-Neal Company is advertising an important factor in the growth of our city.

The cards reproduced here show a part of the campaign which was prepared by the Street Railways Company.

STREET RAILWAY

CENTRAL OFFICE
Borland Bldg., Chicago

HOME OFFICE
Candler Bldg., Atlanta



Supreme

in sales and
reputation~
It *must* be
best!

WELL
USE
FREE

Iced!
for
Summer
months—
with or
without
cream

**MAXWELL
HOUSE
COFFEE**
also
**MAXWELL HOUSE
TEA**

"GOOD TO THE LAST DROP"

Neal Company started their street-car advertising with
the South about two years ago they contracted for
t-car service for this section.

rs make Cheek-Neal Company the largest coffee
Cheek-Neal Company says: "We consider street-car ad-
n the g of our business."

y a part campaign for the present year. They
ilways Advertising Company, Home Office.

WAY ADVERTISING CO.

HOME
andler Bldg

WESTERN OFFICE
Monadnock Bldg., San Francisco



Iced or Hot—They Hit the Spot!

**MAXWELL
HOUSE
TEA**

**MAXWELL
HOUSE
COFFEE**

"GOOD TO THE LAST DROP"

CUTS BY NEW CENTURY COLOR PLATE CO., N. Y.

Nailed!

Why do some folks get the notion that *ASIA* circulates in Asia? Do they also believe that The New York *Sun* or the London *Mercury* is on sale only at the better newsstands on the Milky White Way of the Solar System? *ASIA'S* subscribers are Americans not only in *habit* but in *habitat*. Indeed, hardly 2.75% of *ASIA'S* 50,000 a month leaves the country. So let us attach the *can* to that *canard*!

RAYMOND A. BABCOCK
Director of Advertising



ASIA PUBLISHING COMPANY, 627 Lexington Ave., New York
In the West: SEARS & IRVING, Peoples Gas Building, Chicago

"No. 1—Analyze your territory—suggesting what GTD tools to sell to each of your prospects—what you need to stock and how to get the business.

"No. 2—Circularize your customers boosting you as a GTD Supply House.

"No. 3—Furnish envelope stuffers showing GTD tools that you are stocking, to be given out to your customers by your salesmen or mailed to your customers with your invoices.

"No. 4—To tell you what GTD tools to advertise in your catalogue, newspapers, and in your bulletins, and write up these advertisements, furnishing whatever electrotypes are necessary.

"No. 5—To send you window display material.

"No. 6—Give your salesmen bulletins describing our tools—telling how to sell them and to whom to sell them.

"No. 7—Send our House Magazine, The GTD Helix, to your prospects and customers. Also to you and your sales force. Subscription price only \$.25 per year.

"No. 8—Furnish loose pages to be inserted in your salesman's loose leaf catalogue and in your house catalogue.

"We are here to co-operate with you. Put the Dealers' Service Section on your payroll. Look over the reprints inside for selling suggestions."

Manufacturers who gloss over their dealer problems have an awakening about due. The importance of the dealer in the development of modern merchandising grows from month to month. Many concerns operate their dealers on a sort of probation system—if the dealer behaves and makes good, he may continue to handle the line; if he does not, it will be taken away from him and given to another dealer. Every dealer is a section of the sales department. The sales department should move in and start something. The dealer is waiting.

Mail-Order Account With Kling Agency

The Leroy A. Kling Advertising Company, Chicago, has secured the account of the Western Newspaper Association, Chicago. Mail-order papers and magazine space will be used to advertise mail-order books.

J. E. Byrnes Joins "Woman's World"

James E. Byrnes, who has been with the Curtis Publishing Company and the Crowell Publishing Company, has joined the Western advertising department of the Woman's World in Chicago.

British Ambassador Will Address Southern Newspaper Meeting

The programme of the Southern Newspaper Publishers' Association for its eighteenth annual convention to be held at Grove Park Inn, July 19, 20, 21, calls for an address by the British Ambassador to the United States, Sir Auckland Geddes. E. A. Sherman, associate forester of the Department of Agriculture, will speak on "The Available and Future Supply of Wood Pulp in the United States and Alaska." The labor situation will be discussed by H. N. Kellogg, chairman of the standing committee of the American Newspaper Publishers' Association. Eugene T. Anderson, president of the Georgia Alabama Business College, who is conducting the Linotype School for the S. N. P. A. and the A. N. P. A. will report on the work. Walter G. Bryan, of the New York American will address the convention on "Five Cent Dailies, Ten Cent Sundays and Nine Column Pages."

Reports will be made of the Southern Newspaper Publishers' Association advertising committee by A. G. Newmyer, chairman, and Thos. F. Basham.

The newsprint situation will be reviewed by the chairman of the newsprint committee, Charles I. Stewart.

Col. Louis Wortham will speak on "Cooperation Between Southern Newspaper Publishers' Association and Other Publishers' Organizations."

Addresses will be made by Harry Dwight Smith, president of the American Association of Advertising Agencies; Wm. H. Johns, a former president of that association, and L. A. Niven, president of the Southern Farm Papers Association.

Has Ohio Steel Foundry Account

The J. Horace Lytle Company, advertising agency of Dayton, Ohio, is handling the account of the Ohio Steel Foundry Company of Springfield, O. Trade papers will form the basis of the campaign as at present planned and national publications likely will be used later.

V. E. Burnett Joins Liberty Motor Car Company

Verne E. Burnett, who has been editor of the "National Gleaner Forum," has joined the advertising department of the Liberty Motor Car Company in Detroit.

Hancock Payne Agency Placing Advertising

The Vibration Specialties Company, Philadelphia, has placed its national advertising account with the Philadelphia office of the Hancock Payne Advertising Agency.

Follow-Up Graduated According to "Warmth" of Prospect

A Hot Trail Gets a Mailing Piece Every Day, While a Customer Who Needs Longer Education Is Listed for Longer Intervals Between Mailings

"A HOT prospect," the salesman informed the sales manager of the Chain Belt Company in his report on the Howard Construction Company. "Merriman, the general manager, wants to buy a concrete mixer, but he thinks he ought to have time to make comparisons."

"Now, if Merriman could be seen every day for a week and could be told a story of actual facts dealing with our concrete mixer, we could close that sale," the sales manager of the Chain Belt Company felt. But Merriman, being an average general manager, in charge of a construction job, objects strenuously to constant personal calls of salesmen. In the end Merriman will probably buy the concrete mixer that he has the most facts and figures on.

Through a plan for direct mail advertising, the Chain Belt Company has found an efficient way to get its facts and figures before the "hot prospect"—who, like Merriman, is going to buy when he has enough information—and the lukewarm prospect, the man who is merely interested.

A brief survey of this company's advertising for its products, chains, concrete mixers, elevators, and conveyors, etc., which are trade-marked under the name "Rex," is necessary in order to set forth its peculiar direct mail advertising.

In its advertising, in both general mediums and in trade papers, the thought has been to give the contractor, purchasing agent and plant engineer facts and figures. In order to get him to read the facts and figures, it has put them into interesting, readable "performance stories." These stories are not testimonial letters. Testimonial letters were avoided because the advertising manager felt

that, after all, the contractor, purchasing agent, plant engineer, would only say that this is just the personal opinion of an engineer or contractor.

Since the products of the Chain Belt Company are not necessarily closely related, and since they are used in a great number of industries, the paid space advertising has an unusually wide and diversified field to cover. For this reason its advertising, not only in general mediums, but also in business publications, cannot be too specific and cannot fit exactly into each division of an industry. The direct mail advertising takes care of this situation by following out faithfully the "performance-story" idea. This direct advertising is a series of bulletins, resembling in physical appearance the advertising medium. The bulletins are grouped, not only according to industries, but also according to products.

SALESMEN POST THE OFFICE ON PROBABILITY OF A QUICK SALE

But more important than the plan of following through until the end the plan of the copy in the paid space advertising is the arrangement of the frequency of mailing.

In this plan of direct advertising work is revealed close cooperation between the sales and advertising departments. The salesman's report is a thermometer for the advertising department.

When the salesman's report on "hot prospect Merriman" comes in, it is sent to the mail clerk. The mail clerk has instructions to send Mr. Merriman a bulletin on the performances of "Rex" concrete mixers every day for seven days. A set of envelopes is immediately prepared, filled, and each one placed in a tickler file that brings it up automatically every day.

The Vital Importance of Dealer Cooperation

¶ To obtain the largest number of dealers in one convenient merchandising unit, a manufacturer will naturally select a big city. To obtain the best cooperation of such dealers they must be convinced that they will not be called upon to force sales to their customers, but that public demand will be created. The least expensive and most effective way to produce such demand is intensive local newspaper advertising in mediums the bulk of whose circulation is in the local home field where the most dealers and the most customers are located.

¶ In Detroit the News has the strongest appeal to dealers because it reaches and influences so many more customers than any other Detroit advertising medium. The News is not only the most productive medium but much the cheapest per thousand circulation, particularly city and suburban.

¶ Detroit, including Highland Park, Hamtramck and Grosse Pointe, now has 1,091,153 population (U. S. Census). Eliminating 250,000 foreign-speaking population, the Detroit News has sufficient city circulation, daily and Sunday, to cover the English-speaking public, on the basis of 5 to the household. The News' great lead in daily and Sunday circulation is especially emphasized in its home city. There it exceeds by 85% its nearest week-day competitor and by 74% its only Sunday competitor.

¶ The Detroit News renders the best cooperation any manufacturer can ask—intensive home circulation which moves the goods off the dealers' shelves.



The Advertiser's Exceptional Opportunity—"Always in the Lead"

Since each bulletin has been intended to take the place of a letter, it is sent out under two-cent postage. Every morning, as sure as Merriman appears at his desk and opens his mail, "one of those darn story bulletins" stares him in the face. It's the same old story; he can't get away from it. He is told what his fellow contractors have been able to accomplish with "Rex" mixers. Since these contractors are located in all parts of the country and their experiences deal with all sizes and types of "Rex" mixers, Merriman has been given a broad view of what he may expect of one of these machines after he purchases it.

If the prospect should be considering purchasing a concrete mixer, but not immediately, the bulletin would be sent over a longer period of time at greater intervals, on a schedule, say, of one bulletin every week.

THEN THE SALESMAN CALLS

When the bulletins have all been sent, the salesman is advised accordingly, and, in the words of W. B. Brandt, advertising manager of the company, "Another call is made by the salesman, in addition to any calls that may have been made in the meanwhile. If the prospect is still in the market, the 'Rex' story has been told and it is up to the salesman to put the cork in the bottle.

"One of the peculiar advantages of this plan of direct mail advertising," Mr. Brandt says, "is that the prospect will not forget the Chain Belt Company. If he is easily annoyed by the bulletins, or is just independent enough to ignore the experience of his competitors with the kind of equipment he contemplates buying, the regularity with which he receives the bulletins will probably annoy him. On the other hand, if the experience of his competitors is of vital concern to him, he will find the bulletins extremely interesting. In either event, it's a cinch he is not going to forget them."

Kansas City "Star's" New Rates

The Kansas City *Star* has increased its subscription rate outside of Kansas City and suburban territory to 20 cents a week in Missouri, Kansas, Oklahoma, Texas, Arkansas, Nebraska and Iowa, and to 30 cents a week elsewhere.

In announcing the change of rate the *Star* stated that an advance in the price of print paper that became effective July 1 will amount to an added expense of \$600,000 a year.

The second increase in cost to which the *Star* calls attention is the advance in the rate of second-class postage which became effective July 1.

Strempel With Free Sewing Machine Company

Ernest Roy Strempel, who has been an account executive of the George Batten Company, Inc., New York, has been made manager of a new office of the Free Sewing Machine Company, Rockford, Ill., located in New York. The New York office will be in charge of wholesale sales to the public utility syndicates and will also handle all other distributors in the East. Previous to his connection with the Batten agency Mr. Strempel was in publicity work for the United States Treasury Department.

"El Automovil Americano" to Be a Monthly

El Automovil Americano, which has been issued by the Class Journal Company, New York, during the last four years as a quarterly, will be published monthly starting with the October number.

Herman Sonneborn, who was Western manager of this publication, at Chicago, has been appointed advertising director of Eastern and Western territories, with headquarters at New York.

Ralston and Newmark With "Dramatic Mirror"

James G. Ralston, formerly with the Butterick Publishing Company in New York, and J. T. Newmark, formerly with the New York *Herald*, are now members of the advertising department of the *Dramatic Mirror* in the New York office.

Assistant to Frank B. White

George A. Starring, for nine years professor of agricultural journalism and advertising at the South Dakota State College of Agriculture and Mechanic Arts, is now assistant to Frank B. White, managing director of the Agricultural Publishers Association at Chicago.

601,534

Was the NET PAID Daily Average
Circulation of the

NEW YORK  JOURNAL

For the Week Ending June 19, 1920

AT

3 Cents Per Copy

The Largest Circulation

of any

Daily Newspaper

in the

United States

Member of Audit Bureau of Circulations

WHY SERVICE WAS INCORPORATED IN OUR NAME

BECAUSE NO INDUSTRIAL-EDUCATIONAL
MOTION PICTURE IS COMPLETE WITHOUT

SERVICE

- SERVICE** in motion picture advertising means more than merely writing a plot or sketching an outline.
- IT MEANS** investigating your proposition thoroughly, getting every possible sales angle worked out on paper to later visualize it on the film.
- SERVICE** means more than just turning a crank and shooting a scene.
- IT MEANS** a cameraman and director who can analyze every feature of your product and bring it to the public eye just as you see it and know it yourself.
- SERVICE** means more than merely patching pieces of film together with a list of explanatory captions.
- IT MEANS** strict supervision by editors who have the advertising sense; who get just as much punch into their copy as the highest paid agency men do.
- SERVICE** means more than just putting the film through the ordinary laboratory routine.
- IT MEANS** careful thought on the part of a skilled technician; one who knows how to carry on the good work begun by his associates.
- SERVICE** means more than merely handing you a can of film as the finished production.
- IT MEANS** the planning of a national or a local campaign by experts who give you the benefit of their thorough knowledge of intense merchandizing and publicity methods, of dealer tieups and actual sales.
- SERVICE** means more than stopping right here.
- IT MEANS** giving you guaranteed circulation when and where you want it on the regular program of one theatre or five thousand, at conventions, exhibitions and shows or before civic organizations, associations, in schools, stores, churches, industrial plants, etc.

TO BE BETTER ABLE TO RENDER
THIS SERVICE WE ORGANIZED THE

HARRY LEVEY
SERVICE CORPORATION
PRODUCERS AND DISTRIBUTORS
OF INDUSTRIAL-EDUCATIONAL
F I L M S

Temporary Offices—1662 Broadway, New York

YOU SHOULD DEMAND AND ARE ENTITLED TO SUCH SERVICE IN ORDER TO MAKE YOUR FILM CAMPAIGNS SUCCESSFUL

WE INCORPORATE SUCH SERVICE IN ALL OF OUR CONTRACTS. IT REMAINS DURING THE ENTIRE PROCEEDINGS UNTIL THE LAST PROMISE IS FULFILLED—AND THEN SOME

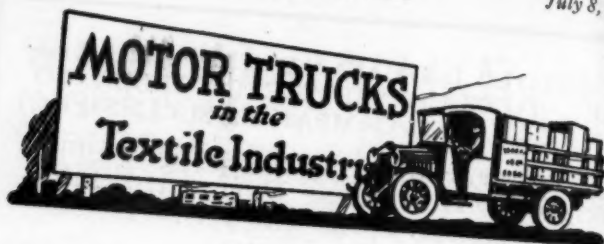
Harry Levey service men are ready to undertake your motion picture problems now. These same men have been associated with him during the past three years in producing and distributing industrial-educational films for hundreds of national advertisers and manufacturers. As a symbol of the service they render they have adopted this emblem



When you see it on an industrial-educational film you will know it is a Harry Levey Production.

**HARRY LEVEY
SERVICE CORPORATION
PRODUCERS AND DISTRIBUTORS
OF INDUSTRIAL-EDUCATIONAL
FILMS**

Temporary Offices—1662 Broadway, New York



MOTOR TRUCKS IN THE TEXTILE INDUSTRY is the title of a booklet now on the press. Copies will be mailed gratis to those interested enough to write a letter-head request. The booklet contains facts and figures to show the present and prospective use of motor trucks among textile mills. The information was gathered by sending a questionnaire to a selected list of 1,000 mills and to this has been added the observations of the technical editorial staff of Textile World Journal.

A man interested in the sale of industrial trucks would find the booklet meaty.

Textile World Journal is also prepared to report on the use and prospective sale of any industrial product to textile mills. Try us.

Textile World Journal

*Audit Bureau of Circulations
Associated Business Papers, Inc.*



BRAGDON, LORD & NAGLE CO.
334 FOURTH AVENUE, NEW YORK

The Factory Forum as a Promoter of Human Relationships

Acquaintanceship Leads to Sympathetic Understanding of the Other Fellow

By George W. Coleman

[EDITORIAL NOTE: Mr. Coleman, former president of the Associated Advertising Clubs of the World, has given a great many years to the upbuilding of the open forum idea. In offering a common meeting ground for all people in the interest of truth and mutual understanding and for the cultivation of community spirit, the open forum has had a phenomenal rise in interest and application. The application of this community forum idea to the factory, where workers and management can meet on a common ground for the exchange of views, promises very many interesting possibilities.]

IS the mill like a prison? Are its walls sheer, gaunt and forbidding? Do those who work in it go there driven by the lash of economic necessity? Do subordinates blindly follow orders, not knowing why nor daring to inquire, in perfect military fashion? Is it hell to have to work? Who wouldn't want shorter hours, more money and never care a hang how it was got? "That's me"—I'm just human enough for that!

But maybe the factory has something of the charm of the new buildings of the Joseph & Feiss Company, which manages the Clothcraft Shops in Cleveland, Ohio. Maybe the workers get so interested in what they are doing and are so eager to make a fine record that they feel a sort of happy proprietorship in their job and would keenly regret any circumstances that interrupted the game they were playing. Perhaps you have learned to like the folks you are working with and maybe you have come to admire the skill, the swiftness and the accuracy of the one who is just ahead of you. Perhaps you see a good deal of the big boss and have found him a real man—square, patient, friendly, and clever as can be. Gee! it's fun to work with a fellow like that. I am just human enough to long for a chance to earn my

livelihood in a place like that.

Why is it so many industrial plants are on the order of prisons and so few are built and managed to fit free American citizens? On the average, labor is 80 per cent of the cost of manufactured goods. Nevertheless, we spend most of our money, time and brains on machinery and materials, and leave human relationships to a blundering rule of thumb.

Even when we have seen the light, we begin our study of human relationships in industry upside down. We lock ourselves up in the office some dark night and brood and dream and struggle over an inspiration and finally hatch out a full-fledged, cut-and-dried scheme of bonuses, or profit-sharing, or what not, and proceed immediately to superimpose it upon an unsuspecting and innocent body of employees who perceive that the old man has had a fit of good intentions and eagerly take whatever rake-off it yields and forget everything else.

We don't handle machinery and materials in that stand-off fashion, even though they are inanimate. But there are certain things these inanimate creations will not do, and then again there are some cantankerous things they surely will do if you don't watch out and treat them right—just exactly right. And oh, how hard we dig and delve, test and analyze, combine and isolate, clean and dry to try to find out what cotton and wool, steel and iron, pulleys and levers, heat and moisture will and will not do, under a great variety of circumstances!

TEARING DOWN THE INDUSTRIAL STRUCTURE

But with a complicated human being it is so much simpler. Hir-

ing and firing is so easy! The study of human chemicals is unusual. If Mary and Bess and Julia don't work well together, fire somebody, no matter if she has got enough pep and ginger to be invaluable when placed in the proper relationships. And if the whole gang gets nervous and irritable and unreasonable and threaten desertion, just have the "firing" clerk pick off a few of the most energetic and wide-awake and troublesome, and that will put the fear of God into the hearts of the rest of them. Of course such stupidity among managers is only found in the other fellow's organization. But what do we do? Sit tight and say nothing; or have we been at work for months and months, patiently, persistently cultivating human relationships that enable us to know as much about the operative as we know about the raw material and the machine he works with?

HOW A BANK USES THE FORUM

In a Buffalo bank the employees hold a forum once a week, in the morning before banking hours, in which they all talk over together the business of running that bank. The secretary to the President presides at these forum meetings and he puts up to the President the decisions that are finally arrived at. The object is to give every employee a bird's-eye view of the entire workings of the bank and "close-ups," as the motion-picture man would say, of every phase of bank activity. You can imagine what this means to the younger workers and to the man who is a fixture in some one department. Ideas for improving the service, checking waste, eliminating risk, insuring accuracy, adjusting difficulties, etc., are brought out, examined, criticized, tested and eventually adopted or rejected, giving credit where it is due.

You can readily see how it would be possible, under the right sort of leadership, to make that forum session the most interesting hour in the whole week. Attendance is purely voluntary and, al-

though it requires reaching the bank an hour ahead of the usual time, the place of meeting is packed full and the interest runs high.

Well, why not a factory forum? When I first proposed this idea to a big manufacturing concern in New England I found, to my astonishment and delight, that they had already been at work on the very same idea themselves and were heartily in favor of it. The purpose is to bring together once a month, or oftener, for friendly discussion of mutual interests, the owners, managers and workers of a factory. The speaker may be someone representing the workers or the management, or someone from outside. He gives a practical message bearing directly on factory life, the problems of the workers, the difficulties of management, some economic topic, etc., and then the whole crowd proceeds in orderly fashion under a practiced chairman to question the speaker, to comment on his remarks, to challenge his statements, to combat his arguments.

You can see what an educational stimulus this provides. It is also a tremendous eye-opener. The manager or owner is quite as likely to get a new and valuable idea as the operative. But, best of all, you really learn to know and understand one another when you begin to express your thoughts and feelings in each other's presence on a subject of common interest. Such an atmosphere provides the very best possible conditions under which one may discover the human qualities in the individuals, both operatives and managers, who might otherwise remain to one another as mere cogs in a great machine.

Men acknowledge and admire instinctively a real leader. All men are not fitted for leadership, nor do they all desire it. But they will follow doggedly one who shows himself worthy in both ability and character. And a real leader loves his men, and the better they know each other the better teamwork they can do. Shop conditions very often obscure the



N. FREDERICK FOOTE

As Fred Foote was a fellow student at Amherst with Governor Coolidge (who may be our next Vice-President), perhaps he will be leaving us soon to join the Cabinet.

I hope, however, he will remain with me, because the twelve years' association I have had with him have been extremely pleasant ones.

Laurel Block

The Toledo Blade

Toledo is now the third largest city in Ohio, larger than Columbus, and also larger than such cities as Louisville, St. Paul, etc.

Its growth in the last ten years has exceeded forty-four per cent. The present population is just under two hundred and fifty thousand.

In this big city, the BLADE predominates. It carries more local, more national and more classified advertising than any other Toledo newspaper.

personality. The forum reveals it.

The Community Forum has been successfully established in hundreds of American cities and towns. Here the object is to make the community acquainted with itself, to bring together under friendly auspices the native and the foreigner, the rich and the poor, the conservative and the radical, the Jew, the Protestant and the Catholic, and to weld them together under the dynamic of a live discussion of public questions. If all sorts and conditions of men and women can thus be brought together to the advantage of our common democratic life, why may not the employer and employee be brought together in the factory in a way to steady and guide our threatened and confused industrial life?

Standardized Rate Cards— Why Not Standardized Recognition?

MID-CONTINENT ADVERTISING AGENCY
Dallas, June 19, 1920.

Editor of PRINTERS' INK:

Good for LeQuatte! He certainly hit the nail on the head regarding standards and methods of agency recognition in his article headed "A Joint Commission to Improve Agency Standards" in your issue of June 10.

Why can't all the publishers' associations, the American Association of Advertising Agencies and the Association of National Advertisers get together and form a central Investigating Committee, as Mr. LeQuatte suggested. This should not be a Recognizing Committee but an Investigating Committee pure and simple. It would be the duty of this committee to formulate a questionnaire that would embody all the essential features of the present individual questionnaires.

For example, the accounts payable should be divided into accounts owing newspapers, magazines, farm papers, trade papers, outdoor advertising, printers, engravers, etc. Then a chart should be shown of the amount of business placed in each medium since the inception of the agency. Full details about the experience of the agency's officers and at least five references ought to be required—it is easy enough to get three men who will swear that you are a world-beater, but it is harder to get five. Other points will doubtless suggest themselves.

When this questionnaire, fully filled out, is received by the joint Investigating Committee, they can turn it over to the Recognizing Committees of the various organizations, with recommendations for or against recognition which

the Recognizing Committees could accept or ignore as they thought best.

This would accomplish three very desirable results: (1) it would save a tremendous amount of time on the part of everybody concerned, (2) it would insure all the publishers' associations getting all the necessary information, (3) it would insure a square deal to every agency applicant, for the information would be so detailed that the agency could neither be refused recognition if fit nor granted recognition if unfit.

Then here is what I consider possibly the most important part of the whole matter. When an agency has been passed for recognition by this Investigating Committee, it should be presented with a certificate to this effect and be permitted to carry some distinguishing mark on its stationery and literature. This mark would be to an agency what C. P. A. is to an accountant and what a certificate of passing a bar examination is to a lawyer—an unbiased statement from a competent authority that the agency is in all respects qualified to practice the difficult profession of advertising.

The list of qualified agencies should be printed and made available to all present and prospective advertisers by the Investigating Committee, and the various publishers should print from time to time in their papers the fact that they have these lists for distribution together with all necessary information in regard to the lists and what it means to have an agency's name appear thereon. By doing this, literally millions of dollars would be saved, and the advertising profession would be lifted to the high profession to which it is entitled, by the side of the lawyers, the doctors, the architects, the accountants and the engineers.

If I have inadvertently offended any individual or association in this frank statement, I can only assure them that no offense was intended. But this is a matter to which I have given a great deal of thought in the past six months, for it seems to me that there is room for a great deal of improvement in the present system.

Of course, the new agency president's hair will probably turn gray when his gaze lights upon that composite questionnaire, but such is life!

WM. T. PICKERING,
President.

Liggetts' International Capitalized at \$50,000,000

Liggetts' International, Inc., Ltd., was recently granted a charter in Massachusetts showing a capitalization of \$50,000,000. The incorporators were Louis K. Liggett, John N. Staples, Jr., and John C. Grace.

The United Drug Company recently acquired the Boots Pure Drug Company, Ltd., of London, which operates a chain of 627 drug stores, and in the reorganization it was necessary to take out a new charter.

PICTORIAL REVIEW

America's Leading Woman's Magazine

November Circulation... 2,011,013 net paid copies

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February Circulation... 2,011,715 net paid copies

March Circulation..... 1,950,532 net paid copies

April Circulation..... 1,966,754 net paid copies

**December and January not printed on account of Printers' Strike.

These circulation figures are in accordance with the Audit made by Messrs. Searles & Nicholson. They will, of course, be audited later by the A. B. C.

Positions for 1921 are now being arranged for in the order of receipt of Contracts.

Beginning with the April issue, the price of PICTORIAL REVIEW was raised to 25c per copy.

Lane Block

THE *FIFTH* ESTATE AND ITS INTERPRETER

At one time King was supreme.

Then the powerful Nobles wrested from him a share in the ruling power.

Then the Common People, by industry and education, became aware of their own strength, and forced their entry to the councils of the nation.

About the time of the American Revolution, Edmund Burke said: "There are three estates in Parliament, but in the reporters' gallery yonder there sits a Fourth Estate more important far than them all."

From that day the Press was known as the Fourth Estate, and King, Nobility and Commons were compelled to recognize it as a force in the government. It was an influence that, by sheer will and intelligence, has become one of the dominating elements in the political and social life of the world.



NOR is this true alone of monarchies. What would the will of the President be worth without the support of Congress? What would the will of Congress be worth without the support of the People? How could the will of the People be made operative without the support of the Press—the Fourth Estate?

The Moving Picture is today the Fifth Estate, by virtue of the fact that it has come into the life of the people, not merely as a plaything, but

as a revelation of their own existence, in form so vivid and true that for the first time in history they recognize themselves as they are.

The Moving Picture is the Fifth Estate because it is Democracy's own child and not the outcome of an intellectual movement, a political upheaval, a religious revival. It is the Fifth Estate because the vast, mute, unlettered masses, demanding a voice, found it in the Moving Picture—a silent voice, speaking the language of common men.

It is the Fifth Estate despite the fact that its speech is not always coherent, despite the fact that certain academic snobs are prone to look upon it with scorn, despite the fact that unscrupulous men frequently betray it for quick profit, despite the fact that it has not even yet found the keynote of its full diapason.



It is the Fifth Estate because it lives in the hearts and the lives of the millions, because it is armed with the magic sword of simplicity that severs all Gordian knots and cleaves down into the fundamental meaning of things.

It is the Fifth Estate, last-born of Humanity's brood—yet who shall say that it shall not be first in influence?

*The recognized mouthpiece of the
Fifth Estate in this country today is*

PHOTOPLAY

Let the name stick in your mind; it's imitated

JAMES R. QUIRK, PUBLISHER

W. M. HART
ADVERTISING MANAGER
250 NORTH CLARK ST.
CHICAGO

NEW YORK OFFICE, 25 WEST 45TH ST.

WANTED— *Offset Printing SALESMAN*

The favorable reception accorded STUBBS METHOD OFFSET PRINTING has made necessary the enlargement of our sales force to properly care for our rapidly increasing business.

We are therefore in need of a HIGH GRADE MAN thoroughly familiar with the sale of offset printing in CHICAGO AND VICINITY.

The man we have in mind is young in years and enthusiasm but of mature experience and capable of filling the position of manager of our Chicago office.

We would like to hear from such a man.

THE STUBBS CO.
Offset Printing Exclusively
Detroit

Baker Campaign Convinces Women Bread Is Cheap

Display Advertisements, Through Economy Appeal, Increase Bread
Sales for Tacoma Bakers

By Willis Brindley

BY asserting boldly in a series of display advertisements that bread is not expensive food, but rather is a means to reduce the high cost of living, and by inciting housewives to promote the cause of more bread by writing letters on the subject, Tacoma, Wash., bakers have materially increased the sale of baker's bread.

When this is written the campaign has been running four months, with two to go. It has cost about \$1,000 per month, the money being raised by an assessment, roughly, of \$20 per month per oven, which figures less than one per cent on gross sales. The results to date have been:

First, in the case of Tacoma's largest baking institution, the Matthaai Bread Company, a marked increase in sales. (The Matthaai people, pronounced Mat-tay, bake as much bread as all other establishments combined.)

Second, in the case of small bakers, who look for a fall-off in volume at this time of year, the business has held up in spite of the season.

Third, the public have given up referring to bakers as privateers and robbers and feel kindly toward the industry.

Fourth, many people have been converted permanently to the use of baker's bread on a large scale, so that the effect of the campaign is expected to be long lived.

The campaign is purely a local enterprise, started by the bakers themselves, through their organization, which is known as the Tacoma Association of the Baking Industry.

While use was made at the start of letters to bread salesmen, to members of the association, and to the trade, and while window strips and leaflets were furnished to help the letter contest, the

backbone of the drive has been straight display advertising in newspapers.

Three quarter-page ticklers were used proclaiming that "Uncle Sam Says Eat More Bread and Save Money," "Hoover Says Eat More Bread and Save Money," "Dr. Wiley Says Eat More Bread and Save Money," with brief mention in each advertisement of a \$300 prize offer to be announced soon.

This was followed by an announcement of prizes aggregating \$50 per month, for six months, for best letters explaining "how does bread help you save money." From time to time advertisements have been run which advocated feeding bread to hungry school children, preached avoidance of heavy lunches for business men and substitution of bread with a bowl of half and half, or showed how, for forty-one cents, a bread pudding, with raisins, sugar and milk, would provide a meal for four persons.

HOUSEKEEPERS SHOW HOW THEY SAVE

The letters from housewives have averaged about three hundred a month—not so many as had been expected, but enough to show interest in the contest, and practically all letters have indicated that the authors have been making a serious effort to reduce the high cost of living by using more bread. Read this, for example, from the February contest:

"I revised my menus, replacing expensive items of diet with baker's bread substitutes. French toast, milk toast, and pancakes made of stale bread crumbs took the place of bacon and eggs. . . . My trial month was up yesterday. My table expense

showed a decrease of 37 per cent. I paid the bank a call."

The March first prize winner gladdened the bakers by starting her letter with the assertion that she "purchased every day four loaves of baker's bread instead of two as formerly." After telling about the use she made of bread by employing it with cheaper cuts of meat to make croquettes and patties, and in sundry other ways, the writer concludes:

"Not a slice was wasted. We fared well, and upon comparing my expense account with the month previous I found my savings averaged 37 cents per day. That seems worth while to me, and the whole family is enough interested to continue through the summer."

The success of the campaign has been so marked that the association is in shape now to use space regularly to reach the public, with confidence that it will pay. Some of the larger bakers have been advertising for years, but the results were a surprise to the little fellows. Seattle bakers have adopted a similar campaign, which tickles the Tacoma men, who don't often get a chance to point the way for their aggressive neighbors in the much larger city forty miles distant.

What Determines Profits?

H. H. FRANKLIN MANUFACTURING COMPANY

SYRACUSE, N. Y., June 26, 1920.

Editor of PRINTERS' INK:

I have read the article "What Is a Fair Profit?" and find it refreshing to read a well-written and thought-out exposition applying natural laws to business.

Since Mr. Basset bases his case on economic laws which are natural and do not change with administration, it will do a lot of good for calamity howlers and so-called public benefactors who pose as protectors of the common people and who cry aloud to the heavens for governmental regulation of profiteers to read his article with care. I think they would see that prices and profits hinge upon more than lawyer law-makers and that man-made law never has and never can regulate prices, profit, loss and the numerous other things that concern not alone business but every citizen.

Profit or price regulation per government edict is futile for two reasons—we have nobody to regulate the regu-

lator and we find the process of regulating to be progressive—that in artificially stimulating one thing we must adjust two other things to harmonize with it, and so on ad infinitum until we have all human liberties regulated and an omnipotent government and an impotent citizenship.

H. H. FRANKLIN,
President.

Profit-Sharing Plan of Baltimore Wholesale Corporation

The American Wholesale Corporation, of Baltimore, has announced a profit-sharing plan for its employees. The corporation has decided to contribute five per cent of its net profits each year into a general fund for the benefit of employees. Any employee who wants to participate in the fund must deposit approximately five per cent of his weekly salary also. This five per cent deposited by the employee will be credited to his account in addition to his proportion of the corporation's contribution. At the end of five years the employee may withdraw the amount that is credited to his account if he so desires. The amount will include his entire proportion of the corporation's contribution. If the employee desires to withdraw any time before the five years have expired he may receive back all the money he has deposited plus seven per cent interest, but will not be entitled to any portion of the net profits contributed by the corporation.

D. K. Murfree With "Better Farming"

M. C. Young, formerly general manager of *Better Farming*, Chicago, and in charge of the advertising department, has announced that he will enter the auto accessory field, with headquarters in Pittsburgh.

D. K. Murfree has been added to the advertising staff of *Better Farming*, with headquarters in Chicago. He was formerly with the *Chicago Herald*—now the *Herald and Examiner*—and also with the *Chicago Tribune*.

Represent Michigan Newspaper League

H. Edmund Scheerer, of Chicago, and R. R. Mulligan, of New York, have been appointed advertising representatives of the Michigan League of Home Dailies. The league is composed of twenty-one Michigan dailies having a circulation of less than 5,000.

C. B. Kinnan Joins Stavrum & Shafer

C. B. Kinnan, formerly president of the C. B. Kinnan Company, New York advertising agency, is now associated with Stavrum & Shafer, Inc., Chicago, in the service department.

There is no Surer Index of a Newspaper's Popularity and Pulling Power than the Want Ads. And World-Herald Want Ads are sold at a Much Higher Rate than those in other Nebraska Newspapers.

They're Worth More They're Used More

THE WORLD-HERALD offers this phenomenal showing of Want Ad popularity in the Omaha, Nebraska and Iowa Field.

NUMBERS OF WANT ADS

	World-Herald	Des	Daily News
Year 1919.....	398,820	147,791	163,923
" 1918.....	358,576	144,996	163,900
" 1917.....	347,836	189,436	155,254
" 1916.....	342,777	181,087	123,641
" 1915.....	314,548	126,025	118,463
	<hr/> 1,762,557	<hr/> 789,335	<hr/> 725,181

Careful examination of the figures shows a steady increase by The World-Herald for the past five years in individual Want Ads.

(Note.—In the last five years, The World-Herald printed 973,222 more wants than its nearest competitor, and 248,041 more Want Ads than combined competitors.)

THE OMAHA WORLD-HERALD

O'MARA & ORMSBEE, INC.
Special Representatives
New York Chicago

H. DOORLY
Business
Manager



"Return the Inclosed Card"

Whether this card comes back to you, with its order or inquiry, depends, of course, on the appeal of the accompanying letter or circular.

Direct-by-mail advertising is much more likely to get the desired results when it is printed on a good stock—a stock that has firmness, quality, clean printing surface.

Hammermill Cover is just this kind of stock. Economical in price, too. Samples, showing wide variety of color, sent on request. Hammermill Paper Co., Erie, Pa.

As Standard as Hammermill Bond

HAMMERMILL COVER

*For Booklets, Folders, Broadsides, Catalogs, and all
Direct-by-Mail Advertising*

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Labor—A Gladiator of the Pictures

Advertising Has Seen Fit to Magnify the Rugged Men of the Machines

By A. L. Townsend

ON the front cover of the June issue of "The Hydraulic Press," an unusually artistic employees' magazine, published by a number of affiliated industries, is the reproduction of an oil painting by artist Gerrit A. Beneker. It is a portrait, in full color, of "Bill" Rollings, engineer.

No elaborate illustration for a bound volume, and from the most expensive process plates, was ever treated with greater consideration. The word "commercial" could in no sense be applied to this publication's cover, and if we know human nature at all, Bill Rollings must have been a very proud man last month.

Bill is a seasoned veteran. There is nothing of the Beau Brummel about him in his dress, for his cap is torn and his blue shirt is covered with the marks of honest toil. He holds an oil can in one hardened hand. But it is the artistry of this painting that makes it unique. No president of an industry, sitting for his portrait, could expect a more artistic result. That canvas is quite good enough in every way, as a work of art, to be exhibited and it might win a prize.

The page editorial, inside, concerning the cover, is in itself a tribute of striking power to the men who produce, and is significant of the willingness of the advertiser, in these modern times, to divide advertising space with Labor. You will be interested in the artist's own description and inspiration of his canvas.

"Over in the corner of the new power-house at the Welding Plant is a huge cylindrical tank containing 125 tons of iron ore; it is called the accumulator. Slowly, as though by great effort, it rises and then sort of 'steady by jerks' it falls, to the accompanying time of two humming pumps under the care of Bill Rollings, engineer.

"Bill is always busy with his oil can, filling the oil cups on these pumps that they may keep that accumulator up there, thus supplying the many machines throughout the factory with hydraulic power, that the rest of us may earn a living.

"The accumulator is the 'brains' of the whole hydraulic force. It is the potential power which regulates the pressure of the water and can supply an additional volume of water equal to its capacity. The moment its great weight is lifted off the blocks, it creates a pressure of 1,000 pounds to the square inch.

"It has taken a tremendous amount of co-operation of all sorts of men to make this power possible. Without the oil can, in Bill's steady, faithful hand, all this co-operation and chain of mechanical power would go for naught. But Bill goes on day after day, faithfully pouring in oil. Useless, too, would be all this chain of power were it not for an unseen spirit of human sympathy, feeling, understanding and co-operation between men and men. This unseen spirit is another form of hydraulic power; it is a feeling of mutual understanding and co-operation among all of us and this wonderful spirit needs oil, too. It needs the oil of human kindness of man to man."

ACKNOWLEDGING LABOR'S PART

It is not alone in house-organs that great industries and national advertisers are exploiting the man and the machine: innumerable campaigns in newspapers and magazines are giving Labor the centre of the stage.

It is an experiment of a dual character. First, this advertising is intended to humanize the product and to acquaint the public with methods of manufacture, the difficulties involved, and the types of men who are responsible for

the wonders of American manufacture. Secondly, it is believed that featuring the worker himself will stabilize him, make him more contented on his job, give him the feeling that he is not deep-hidden, far from the eyes of the ultimate consumer.

Our remarks here, however, have less to do with the prompting spirit back of the advertise-

accepted type for every branch of endeavor. There was a trade-marked business man, and a rubber-stamp steel worker, and an accepted rendering of the farmer, or the carpenter or the chap at the lathe.

Character drawing was not given much consideration. Advertising lost sight of the fact that industry is like a great picture gallery, that there are never two people exactly alike, and that people are more interested in human faces and in character than in almost anything else. You yourself, seated in a street car, have noted how engrossing it is to study the people across from you, and to place them, in their various spheres, as best suits your imagination.

It has become very apparent, of recent months, that advertising intends to awaken to the possibilities of visualizing real character. Some wonderful types have peopled recent campaigns.

This has been accomplished in one way only: the use of models. Since advertising has taken its embellishment seri-

ously, it has gone to the source of the best in art. Painters are commissioned to put real heart and soul into our advertising pages. Few men can create earnest, sincere, true-to-life types out of whole cloth, minus the living model. Such drawings will always be superficial.

As in the case of the Hydraulic character, a real man was selected from the ranks, and made to pose for the painting. There was realism in every brush mark. And "real" advertising illustrations are infinitely more convincing than surface cleverness. The public



A VERITABLE GIANT, AND PICTURED TRUE TO TYPE

ing than with the rapid, inspiring advances that have been made in visualizing types of men: the art of the thing; the fine attempts at raising the standard of advertising design, in its relation to the more humble phases of production, and those which are not, by nature, beautiful or atmospheric.

We all remember when types shown in advertising were all made from one tiresome, undramatic mould. Artists seemed quite unable to cope with the possibilities of the problem. Perhaps the advertiser himself was partly to blame. There was one

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DETROIT

AMERICA'S FOURTH CITY

It's a big jump in ten years from ninth city with 465,766 people to Fourth City with a population of 993,739. Yet that's Detroit. It is typical of the city's spirit. It is an indication of the city's prosperity. It is a testimonial of a happy, well-to-do community.

Detroit is a vast market. Its metropolitan district embraces over 1,100,000 people. Yet this huge territory with all of its wealth and buying strength is reached and covered by ONE morning newspaper—The Free Press.

Selling or merchandising copy talking to Detroit's million IN THE MORNING has undivided attention. No other newspaper, no other publication, except the Free Press, is at hand when the shopping hours begin. Its influence is twenty-four-hour strong in Detroit.

The Detroit Free Press

"Advertised By Its Achievements"

VERREE & CONKLIN, Inc.

Foreign Representatives

NEW YORK

CHICAGO

DETROIT



In more than three-fourths of the homes where Motor Life is a regular visitor, at least one woman reads it.

In motoring as in all other habits and hobbies of the family, woman is a potent factor.

And because she reads Motor Life, she acquires an intimate understanding of what she finds in its advertising pages that cannot fail to influence the buying impulse of the family.

MOTOR LIFE, 243 West 39 Street, NEW YORK
Robert Wolfers, President

does know the difference, however untrained it may be.

Durham Hosiery was sponsor for a page in two colors several weeks ago that aroused a storm of controversy before the subtle purpose of the advertisement was analyzed. The switch was made suddenly from suave, well-groomed gentlemen of leisure to a raw-boned, square-jawed, red-cheeked fellow in a red undershirt, no collar, and a vest that bespoke the great "middle class." This man even smoked a pipe as he bent over the table, and, in the light of one of those old lamps that carry glass dangles from the shade, examined a box of hosiery.

The illustration was almost startling in its frank departure from what has always been done, and it appeared in a publication that was no steam-fitters' journal, either.

This character study, however, was a distinct relief. Durham Hosiery knew, of course, that the purchase of fine hosiery was not confined to fastidious folks. The worker is making more money and is spending it on himself. Why not appeal to him, for a change? If the hosiery will stand the wear and tear of this fellow, then everyone can be tolerably certain of its workmanship. It was this same spirit that prompted a safety-razor house deliberately to feature artisans, workers, men at benches and at machines, in a splendid newspaper series. Advertising is becoming more democratic and we are glad to see it.

In order to show the many uses of its many gloves, the Hansen Manufacturing Company devotes two pages, and eight separate picture panels, to eight different types of labor, the farmer, the motor-truck driver, the fireman, the motor-car mechanic, the lineman, the iron worker, the oil worker and the man at the forge fire. Each class will be pleased at the way the picture is handled. The panels make a chap proud of his own profession. And quite as striking are the character study

drawings now current for Plumb tools. The figures are as large as they can be fitted into full pages, and every worker is drawn from a living model. You would know they are carpenters, woodsmen, etc., by the very story that is written upon their faces.

Quite as significant as the fact that Labor is being given the spot-light, is the general excellence of the art work involved. We are progressing—rapidly.

Wholesale Jewelers Plan \$300,000 Campaign

Plans for a co-operative advertising campaign by the National Wholesale Jewelers' Association were made known at the recent annual convention of that Association held at Atlantic City.

It is planned to raise a sum of \$300,000 for advertising that will exploit "buy here jewelry" and that will sound the economic significance in the slogan "buy gifts that last."

Many manufacturers present stated that they looked to the forthcoming advertising as a means whereby a virtually continuous season would be created for the wholesale trade.

Fred G. Thearle, of Chicago, who is chairman of the publicity committee of this association, reported that about one-third of the entire fund to be raised, \$300,000, had been collected.

C. J. Balliett, Vice-President, Vick Chemical

Carl J. Balliett has been made vice-president and director of advertising of the Vick Chemical Company, of Greensboro, N. C., manufacturing chemists. Mr. Balliett was formerly directing partner of the E. P. Remington Advertising Agency, of Buffalo, N. Y., and assistant treasurer of the Foster-Milburn Company.

Robert Warner Represents "The American Golfer"

Robert Warner, who has been Western representative, at Chicago, of Roy Barnhill, Inc., publishers' representative, New York, has been appointed Western advertising representative of *The American Golfer*, New York. Mr. Warner will continue to represent Roy Barnhill, Inc.

Leaves Kelly-Springfield

H. Belden Joseph, who has been assistant advertising manager of the Kelly-Springfield Tire Company, New York, during the last five years, has recently resigned.

Advertising for Multiple Sales

The Perkins-Campbell Company Seeks to Educate the Public to Buy Many Belts Where One Belt Was Bought Before

ONCE a product has been launched upon the market, it is naturally the aim of a manufacturer to increase his sales. Volume is the thing. It is volume which keeps factories running, furnishes employment to many people, keeps workmen and salesmen contented, reduces overhead, and makes it possible to offer low prices to the customer and consumer.

It is possible for some manufacturers to secure volume by enlarging and broadening the market possibilities. A favorite method along this line is to discover new and unsuspected uses for the product manufactured. But what are you going to do when you have a product which is not adapted to new and varied uses?

Take a man's belt, for instance, meaning thereby the leather surcingle which is commonly worn as an article of dress. A belt of this kind has just one purpose, and that is to hold up the trousers. There are not many other purposes for which it can be used. True, it is sometimes pressed into service as a razor strop; in an emergency it can be used as a tow line to pull one of Henry Ford's automobiles out of the mud.

The solution in the case of Braxton belts, as found by their manufacturer, the Perkins-Campbell Co., was to pattern after the celebrated example of the blade of grass and make two or more grow where one grew before. In other words, the advertising is designed to encourage the average man to provide himself with three or four belts, instead of the single specimen with which he is apt to content himself.

It is pointed out in the copy that the typical citizen will find it convenient and time-saving to have, say, a couple of belts for dress, one for business, and another for play. The influence of example is called upon in the cita-

tion of the case of a certain actor, "who enjoys leading the way in men's fashions." He has thirty-four—a belt for every suit. "Of course, he's hardly typical," as the copy says, but the natural conclusion is that if an actor finds it convenient to have thirty-four belts, the average man ought to have at least one-tenth as many.

When the Perkins-Campbell Company, which is a manufacturer of saddlery, first thought of putting out a belt, it had another problem to consider. That was the fact that belts had always been sold just as belts and that the field was full of small concerns that had found it easy to go into the belt business.

However, among the belts thus manufactured, there was no great amount of difference; the product of few manufacturers had any distinction. The company decided to impart individuality to its product by giving it a special name and by advertising it in such a way that the consumer would not ask simply for a belt, but for a Braxton belt; or at least to establish an acceptance of the Braxton belt in his mind so that when the dealer showed it to him he would readily receive it as a standard article. The task of stamping individuality upon the belt was made easier by the fact that the Braxton is so shaped as to fit the body. This fact is always prominently featured, accompanied by an illustration showing how the leather is permanently curved so as to fit snugly around the hips.

It is thus by means of advertising that the Braxton belt has been lifted out of the common herd and made to appear a desirable and distinguished article. Mr. Campbell states that since his firm began advertising other concerns have started to do likewise, but that the good start the Perkins-Campbell Company has gotten will keep it ahead of competitors.



Have you a space buyer like Socrates?

Of Socrates it has been said that his reason was stronger than his instinct.

That is perhaps a rare quality, but somehow it is expected to be true of space-buyers. It may be taken for granted that the clients of advertising agents expect it as a matter of course.

Unfortunately, too much space is bought every day on impression, on instinct, on "hunch." It is impossible to *guess* the type of reader attracted by a magazine, or to *imagine* his buying power. These are **FACTS** as real as page sizes and line rates. They must be a part of the space-buyer's equipment.

In the series of advertisements which this announcement inaugurates, Munsey's intends to explain its function and its readers.

MUNSEY'S

Have you thought lately about the 224-line page and its special advantages? To the reader, it possesses all the display value of the larger pages because it is the largest page he is reading; it provides this display at a lower unit cost; and conserves paper.

Father's Job

is the sure indication of the *class* of home that mother can provide. Here is specific first-hand data on this subject in personal letters from 2,066 of our GIRLS' COMPANION subscribers, firmly establishing the fact that theirs are the desirable and prosperous homes in the community:



- 574 FARMERS (90% of them owners).
- 234 PROFESSIONAL AND BUSINESS MEN (doctors, lawyers, ministers, college professors, architects, teachers, bankers, dentists, artists, etc.)
- 126 MERCHANTS (9 butchers, 65 grocers, 8 clothiers, 11 druggists, 6 furniture, 14 hardware, 7 jewelers, 6 misc.)
- 114 CARPENTERS & CONTRACTORS.
- 71 MANUFACTURERS, PROPRIETORS AND COMPANY OFFICIALS.
- 83 EXPERT MACHINISTS.
- 65 RAILROAD MEN.
- 44 ENGINEERS (Civil, mechanical, electrical).
- 865 all accurately tabulated—showing Government and City Officials and Employés, Fruit Growers, Plumbers, 5 Sea Captains, Insurance, Cattle and Dairy Men, Masons, Molders, Salesmen, Clerical and Offices, Painters and Decorators, Engravers, etc.—including practically every skilled trade, with 126 listed as workers receiving high wages.

The tremendous Buying-influence, the all-round importance of the growing girl in 400,000 such homes, is the measure of her present and future value to the advertiser. A growing list of firms are proving, with surprisingly good returns, the merit of THE GIRLS' COMPANION in definitely realizing for them the advertising possibilities of this responsive field.

THE GIRLS' COMPANION

David C. Cook Publishing Co., Elgin, Ill.

WESLEY E. FARMILOR, Advertising Manager

Edward P. Boyce, 95 Madison Ave., New York
 Chas. H. Shattuck, People's Gas Building, Chicago
 Sam Dennis, Globe-Democrat Building, St. Louis

COOK'S WEEKLY TRIO: A MILLION BOYS AND GIRLS

THE BOYS' WORLD THE GIRLS' COMPANION YOUNG PEOPLE'S WEEKLY

The Future of Prices As the National City Bank Sees It

Stabilizing Influences That Are Making for Continued Good Business

THE prevailing opinion about prices is that an effective stop has been put to the upward movement, and there is a unanimous sentiment of relief over the fact. The endless round of rising wages and prices could not go on indefinitely. The sooner the rise was stopped the sooner might stable conditions be reached. The present state of suspension and uncertainty in the textiles and shoes will last until these trades get their bearings and determine their relation to the general situation. The curtailment of production is unfortunate, for the full product of these industries probably will be wanted. The cancellations, presumably, signify an effort to get the same goods at a lower price rather than that the goods will not be wanted at all. In other words, the cancellations are incidental to an expected readjustment of prices, upon a lower level. As yet the chief characteristic of the disturbed markets is a paralysis of activity rather than a general fall of prices, although prices undoubtedly have been broken.

Possibly the great distribution of clothing which took place last year, and which was incidental to the demobilization of the military forces, has put the country in position to do with smaller purchases of clothing this year. At any rate there are strong indications that consumers will buy less of clothing and shoes at the high prices that have been prevailing than at lower prices, and that these trades will not have full employment unless costs are reduced. They may rest awhile and ponder over this fact.

However, the manufacturers of woolen and cotton goods will not operate their machinery at a loss, and it is not to be expected that

a very radical reduction of prices can be had in these industries without corresponding reductions in other lines, which will effect a general lowering of living and manufacturing costs. As yet, there is no general decline of foodstuffs, coal is established on a higher basis than heretofore, freight charges are about to be advanced, taxes are moving upward as the salaries of public employees are brought into line with current wages, interest rates are rising, building materials, machinery and factory equipment are higher than a year ago, and as yet wage controversies are, generally, over demands for increases rather than over demands for reductions.

Even in the midst of the disturbance in the textile industry an advance of 15 per cent in mill wages went into effect June 1, which is equivalent to 50 per cent on pre-war wages.

MODERATE PRICE REDUCTIONS INDICATED

The general world situation is not favorable either to a rapid decline of prices or to prolonged industrial depression. There is too much work needing to be done. The argument from former reactions from high prices and succeeding periods of industrial depression is not good, for the reason that such reactions in the past have followed periods of construction and enlargement of industrial capacity which had run their course. Present high prices are not the result of a period of construction and investment. The \$25,000,000,000 of new Government indebtedness, which is glutting the banks and investment markets represents in only a very small part new industrial facilities. On the contrary this indebtedness represents capital which should have gone into our rail-

From the July 1 "Bulletin" of the National City Bank of New York.

roads, house-building and other construction and development work.

The rising prices of the last year have indicated scarcity of goods and services of all kinds. A check upon higher prices is wholesome and desirable, but does not signify that the country has run a full normal course of industrial expansion. On the contrary it is apparent the country has scarcely begun to make good the deficit in capital improvements which would have been made but for the war. It has scarcely begun to make good the shortage of houses, public improvements and railroad equipment. The exports of May reached a total surpassed in not more than three or four months of our history, and there is reason to believe that the unsatisfied needs of other countries correspond to our own.

Until this loss of normal capital accumulation and of necessary construction has been made good, it seems probable that while excessive price advances will be followed by reactions, every material decline in construction costs will bring out new demands for labor and materials, with a renewal of general business activity. Of course employment and trade are mutually dependent.

The crops are more promising than earlier in the season, which means that the buying power of the agricultural population is likely to be fairly well maintained, and this is the great steadying factor in the domestic trade situation. If the crops of Europe should be fortunately so large that our exports of foodstuffs would decline, the way would be cleared for a general lowering of industrial costs and of prices the world over, and a return to conditions more nearly normal than have prevailed since the outbreak of the war. On the other hand, if our exports of farm products continue at the rate of last year, it seems improbable that any considerable reduction of wages or prices will occur in world markets or in this country. The situation seems to make a general state

of industrial depression improbable, but favors a gradual readjustment of supply and demand with a downward tendency of prices.

Chicago Advertising Men Visit Western States

The Capper Farm Press has taken a group of Chicago advertising men on a trip through Kansas, Oklahoma, Nebraska and Missouri. This is the second tour of these States that the Capper Farm Press has afforded advertising men, the first tour being made in May by representatives of New York, Boston and Buffalo advertising agencies.

The Chicago group, following the plan of the Eastern advertising men's trip, has made its visits to the farming communities in automobiles in order to obtain first-hand information from the farmers and small-town storekeepers.

Risque at Cleveland for Simmons-Boardman

John P. Risque who has been with the Simmons-Boardman Publishing Company, New York, for the last three years, has been appointed district manager for the "Shipbuilding Cyclopedia" and "Material Handling Cyclopedia," published by this company, with headquarters at Cleveland. Mr. Risque recently returned from a six months' trip to South America where he made a survey of commercial possibilities, especially as affecting railway supplies.

Woman's Club Incorporates

The Women's Advertising Club, Baltimore, at one time an auxiliary of the Men's Advertising Club but now independent, has been incorporated under the laws of the State of Maryland. The Certificate of Incorporation shows the following incorporators: Misses Alice Poor, Hilda Van Leer Katz, Katherine H. Mahool, Mary Armiger, Margaret Randall, Hulda Beurriere, Mary Jane Durham, Anne Colemand and Mrs. L. M. Tarbell.

Join Capehart-Carey Corporation

A. Cavalli, Maurice Weisberg and F. J. Rock, formerly connected with the Bush Advertising Service, Inc., New York, have joined the Capehart-Carey Corporation, formerly Capehart's Maiknown Methods, Inc., New York.

McKee Barclay in New Work

McKee Barclay, cartoonist, has left the Baltimore Sun and is now associated with Brager's Department Store, Baltimore, in the capacity of promotion manager and personal assistant to Albert A. Brager.

What you have to
sell to men and to
women in and near
St. Louis—

Can be sold in the great-
est volume, at the smallest
expense, and with the least
effort, by advertising it
consistently in the

St. Louis Globe-Democrat

St. Louis' Largest Daily

NATIONAL REPRESENTATIVES

F. ST. J. RICHARDS	GUY S. OSBORN	J. R. SCOLARO	R. J. BIDWELL
410 Tribune Bldg.	1302 Tribune Bldg.	701 Ford Bldg.	742 Market St.
NEW YORK	CHICAGO	DETROIT	SAN FRANCISCO

DORLAND AGENCY, Ltd. 16 Regent St., LONDON, S. W. 1.

St. Louis Needs Shoe Findings

St. Louis, the largest shoe center in the world, lacks factories for the manufacture of shoe findings—such as laces, threads, shanks, hooks, nails, tacks, eyelets, buttons, heels, rubber heels, cloth linings, etc. These products must now be bought in the East. Most of the raw materials are shipped from the Mississippi Valley, manufactured in the East, and shipped back to the world's greatest shoe city—St. Louis.

The output of shoes in St. Louis this year will total approximately \$175,000,000. The St. Louis shoe manufacturers spend more than \$10,000,000 annually for shoe findings. A Mid-West factory in St. Louis could supply the trade here and economically reach all Mississippi Valley, South, Southwest, Middle West, and Far West markets from this central distribution point. Shoe findings is but one of the following sixteen industries St. Louis is seeking:

*Shoe laces and findings
Cotton spinning and textile mills
Steel and copper wire
Machine tools and tool machinery
Automobile accessories and parts
Tanneries and leather products*

<i>Rubber products</i>	<i>Malleable iron castings</i>
<i>Locomotive works</i>	<i>Screw machine products</i>
<i>Blast furnaces</i>	<i>Dye stuffs</i>
<i>Cork products</i>	<i>Drop forge plants</i>
<i>Small hardware</i>	<i>Farm implements</i>

Splendid St. Louis opportunities in these lines await enterprising men of practical experience and ample capital. The booklet, "St. Louis as a Manufacturing Center," will interest you. A letter will bring it. Address

Director New Industries Bureau

St. Louis Chamber of Commerce

St. Louis, U. S. A.

A British Adventure in Cheap Clothing

The Experience of Mr. Mallaby-Deeley, M. P., as a Clothing Merchant—Deals a Blow at High Prices—Question Whether or Not Suits Were Remarkable Values

AMERICANS in London may buy a suit of clothes for \$11.05, American money, at the rate of exchange of \$3.86. Or they may buy overcoats at \$14.53 apiece—"single-breasted Raglan Chesterfield overcoats, unlined and made of Lovat and Scotch tweeds."

Americans may be able to make these purchases if they are able to get into the store, first opened on February 27 by Mr. Mallaby-Deeley, M. P. For Herbert N. Casson, in describing this new venture of "a speculator—self made, daring and competent" in *The Wall Street Journal*, says: "They may find themselves in a queue a hundred yards long; or they may find themselves locked out, so great is the rush for this cheap clothing." Mr. Casson's description of Mr. Mallaby-Deeley's plunge in the clothing business, a plunge which "gave England a sensation and unquestionably helped, in a large measure, to pull clothing price downwards," continues:

"Imagine a clothing store opened by Mr. McAdoo on Fifth Avenue, New York City, next door to the Waldorf! Imagine a series of personal advertisements, in which Mr. McAdoo came forward as a plumed knight, tilting against the dragon of high prices! Do this and you will have a good idea of what Mr. Mallaby-Deeley has done in London.

"Orders are coming in from all parts of the world to this store in the Strand; but at the moment it is overwhelmed by the home orders, which have quite swamped Mr. Mallaby-Deeley's staff of tailors.

"I paid two visits to this store.

On the first occasion I found myself locked out with about seventy-five others. A sign in the window informed us that 'no more orders can be taken to-day.'

"On the second occasion I found myself confronted by six managers, three young lady clerks and a monstrous cash register. There was cloth on exhibition, but no suits. The suits are ready-mades. They are 'finished to measure,' not made to measure.

"As to the quality of the cloth, there is a wide difference of opinion. Lord Middleton says they are 'excellent suits, produced at one-third of the price ordinarily demanded.' Others say they are mere shoddy and cheap trash.

"The fact seems to be that they are neither excellent nor trash. They seem to be very ordinary cheap clothes, such as no one wishes to wear unless he is forced by the compulsion of a thin pocketbook.

"As for Mr. Mallaby-Deeley himself, he insists that his suits are 'high class and of superior make.' He does not say that they are all wool. He says that the cloth is 'high grade.'

"I intend," he says, 'to enable all classes to purchase high-class clothes at lower prices.'

"He is buying the entire cloth output of three factories, and he will soon have a fourth. He is selling 5,000 suits and overcoats a week, and will be able to make twice as many when his new factory is finished.

"I am not acting as a philanthropist," he says. 'I am giving the British people a simple lesson in mass production.

"On the first 100,000 suits I am making no profit at all, because of the initial outlay. But afterwards, I expect to make a fair profit on every suit. This is not an ephemeral effort that will soon come to an end, but the founding of a permanent business of great magnitude.'

"These British suits may go well enough in England, but they can never be popular in America. They are too heavy—too clumsy—too loose and baggy. In all cheap British clothing, there is no such

thing as style or fit. Even overalls, in America, fit better than tweed suits do in England.

"Wool has fallen in price recently and there is no shortage. The imports of wool last year were 1,042,399,164 pounds. This was 25 per cent more than the wool imports of 1913.

"There is still a difference of opinion as to whether clothing prices will rise or fall. Mr. Selfridge has followed closely after Mallaby-Deeley by offering a 10 per cent discount on all his merchandise. But Mr. McCurdy, the food minister, predicts that a suit of clothes will probably cost \$100 in a few months.

"One fact is clear—that the cheap prices are for lower grade goods. The best grades are still commanding the highest prices ever known."

Manufacturers Join in "Help-Wanted" Display

Members of the Manufacturers' Association of Cabinet Woodworkers of Philadelphia, are advertising co-operatively for experienced woodworking machine and bench hands. A series of these advertisements, in display space, is now appearing in newspapers. Some twenty-five concerns sign the copy.

"We offer permanent employment in the woodworking trade," one advertisement reads, "to any clean, honest, industrious man.

"We want and need experienced woodworking machine and bench hands.

"We also have positions open for those who desire to learn the trade.

"There are places open at good wages under the American Plan, which guarantees steady work. Furthermore, advancement is ready for a man whether he produces in ideas with his brain or in woodwork with his brain and brawn.

"Come in and talk it over. There are no strings to this; just an offer of clean work and advancement any time a man is worth it."

Coal Being Advertised in San Francisco

The Retail Coal Dealers' Association of San Francisco is now conducting an advertising campaign in order to stimulate the buying of coal during the summer months and thus help to forestall the usual difficulties that arise when orders come in all at one time in the fall. This campaign is being handled by Emil Brisacher, advertising agency, San Francisco.

Turning Men Farmward

AGRICULTURAL PUBLISHERS ASSOCIATION
Chicago, July 1, 1920.

Editor of PRINTERS' INK:

In your June 24th issue, on page 172, I notice with a good deal of interest the editorial under the caption, "Advertising and the Farmer's Children."

You are right in saying that this is one of the most serious problems confronting the American people. This association is doing its best to further the sentiments expressed by you. We must do something to remedy the situation or the high cost of living will continue to mount, the cities will be foodless and houseless and the farms depleted. There are enough vacant farm homes in the State of Michigan to house the entire population of Grand Rapids, more than eighteen thousand of them. Manufacturers are bidding for help and are getting it irrespective of the consequences. We are literally undermining the foundation of industry in our selfish desire to further our own immediate selfish ends. We must go to the root of the thing and find the causes.

An analysis will reveal the fact that our boys and girls have been educated away from the farm. The alluring and enhancing opportunities of city life as compared with the drudgery and humdrum of isolated country home life is the answer. We must make our farm homes attractive. The farm business must be put on a level with other industries. We must level down and level up. We must teach our boys and girls that the best things in life come as a reward of honest labor. The producer must be respected. Our educational system must be changed. Some very interesting facts have been gathered in support of this contention. Country schools are inadequate; teachers underpaid; the whole system is belittled; not at all in comparison with the schools of the city.

Pardon this effusion, but those of us who have been trying to grapple with it, with some degree of understanding of its importance, cannot but be impressed and greatly alarmed. That makes us desirous of helping. We hope that PRINTERS' INK will not stop with this one splendid editorial. More is needed.

Our local Association of Commerce is doing its part. Just recently an Agricultural Committee has been formed to bring the message home to the business men of the city. I have the honor of being a member of that committee, and I am sure that an interest will be aroused and some help given. Every man you can induce to stay on the farm, or go back to the farm, is good for 420 bushels of grain per year. What good is it going to do our business men to create a market and then find some day that no market exists? I leave that question with you.

FRANK B. WHITE,
Managing Director.

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The Evening Star.

WASHINGTON, D. C., MONDAY, FEBRUARY 22, 1920 - TWENTY-SIX PAGES

**USE DENIES "THREAT"
IDENT TO QUIT EUROPE;
ERS OPPOSE HIS PROGRAM**

Wilson Note
Disapp
as to.

**PAY RECLASSIFIERS
URGE EFFICIENCY
PLAN FOR CLERKS**

Gov. Wilson Plan
for Reorganized System to

**INTERM EX-KAISER,
ALLIES NOW ASK
TO BE FILLED THIS
WEEK, IS INTIMATED**

New Note Suggests He Be
Sent to South East
Island.

**LANSEING'S PLACE
TO BE FILLED THIS
WEEK, IS INTIMATED**

Star, One of Four Men

**SENATOR JONES
TO RETAIN 50-5**

Substitute for Manned Mes-
sage Would Repeat L.
message to Justice D. C.

WILSON NOTE
Disapp
as to.

THE logical beginning of a National Advertising campaign is in the National Capital—for Washington does exert an influence over the entire country.

THE logical medium to cover Washington is the *Star*. You really need only this one medium to accomplish it completely and consistently.

Let our Statistical Department furnish you with a digest of local conditions that may be of assistance in planning your Washington campaign.

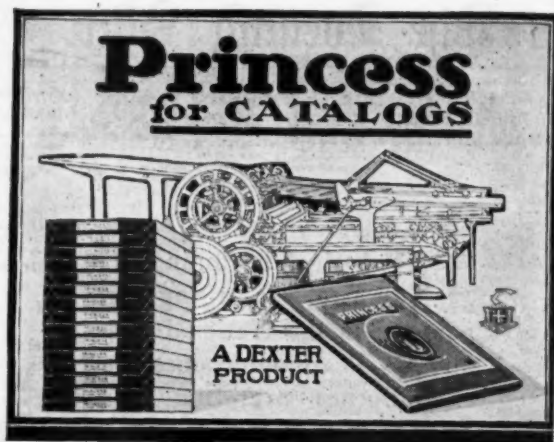
The Evening Star.

WASHINGTON, D. C.

Write us direct or through our

New York Office
Dan A. Carroll
Tribune Building

Chicago Office
J. E. Lutz
First Nat. Bank Building



"NOTHING BETTER" IS THE PRINTER'S HONEST IMPRES- SION OF PRINCESS

**Its Splendid Printing Qualities Are Only
Equaled By Its Durability**

Princess Cover Paper represents the safest and most satisfactory in cover stocks. Its rich and dignified beauty makes an unfailing appeal to the business man. Princess stock is practically indestructible; the toughness of the fibre insures splendid printing and embossing results, and supplies a wear-proof cover for hard-used catalogs, booklets and folders.

A forceful business building piece of literature advertising your respective line, covered with Princess stock will make a lasting appeal to the recipient. Made in a range of twelve rich and practical colors, "Princess" will furnish the attention-getting value to your catalog.

Let us send you a Sample Book of Princess Cover Paper.
Also ask for a copy of XTRA, Dexter's unusual house-organ.

C. H. DEXTER & SONS

Incorporated

Windsor Locks - Connecticut

Slogans for Advertising Philadelphia

Fifteen Adopted Thus Far, and More Coming—Chamber of Commerce Members Use Them on Letterheads, Etc.—International Advertising Campaign in Prospect

"EVERY year Philadelphia makes enough carpet to encircle the globe—can you beat it?"

That's one of the "Philadelphia slogans," compiled by the Chamber of Commerce in a direct-by-mail propaganda it has instituted to "boost Philadelphia."

Here's another:

"Philadelphia makes 80 per cent of the country's glazed kid—this is a skin game, won by square methods."

And still another:

"Hats off to Philadelphia for making 5,000,000 of them a year, without getting a big head."

There are approximately 2,600 members in the Chamber of Commerce of Philadelphia, and the organization has asked all of them to use one of the "Philadelphia slogans" on every letterhead, envelope, billhead, catalogue or advertising leaflet that goes out of their offices each day. The organization has already compiled fifteen of the slogans.

Here are the other twelve:

"If it's made in Philadelphia, it's dependable."

"Philadelphia: 'The World's Greatest Workshop'; the buyers' market of the Americans."

"More than 400,000,000 cigars made in Philadelphia last year—put a match to that and smoke it!"

"In drugs and chemicals, Philadelphia is the mainstay of all America—it passed the acid test during the war."

"Commerce of the city's port is headed for the billion mark—use the port of Philadelphia and help shove her over."

"Philadelphia—first in the nation's history, first in national industries, first in the number of native Americans."



Character

JASON ROGER says
(and he knows):

"When an advertiser or agent is considering a newspaper as a vehicle through which to impress the people, he must not deal with only quantity of circulation nor that nebulous thing called quality, nor even both, without taking into account that priceless feature—**CHARACTER.**"

On this basis, especially for the advertising of high-class goods and service to Britons at home and abroad there is

No Substitute
for

"PUNCH"

which is perhaps the most outstanding publication of

Character

ROY V. SOMERVILLE
Advertisement Manager, "Punch"
10 Boulevard Street
London, Eng.

The House of Lightfoot

Direct Advertising



A group of
twelve
seasoned
specialists
in Advertising
and Sales
Management—

—concentrating
on Direct
and Supplemental
advertising
production.

Several of
America's
largest
advertisers
use this service
for the plan
and production
of their
Direct-by-Mail
campaigns.

Send for our
Merchandising
and Advertising
Analysis
Chart.

12th Floor
Metropolitan Tower
New York

"Made in Philadelphia: the Declaration of Independence, the Constitution of the United States and the American flag."

"Philadelphia beats the world with an annual production of 100,000,000 bed sheets—that puts all competitors to sleep."

"Philadelphia's 750 textile mills produce as much as her three nearest rivals combined—here's another yarn worth spinning!"

"A seller's market means higher prices and troubles for the buyer; 'Philadelphia, the world's greatest workshop,' is a buyers' market."

"Products from Philadelphia's 16,000 manufacturing plants go to every country on earth—because there are no others just as good."

"In 1919 the Philadelphia district built 1,700 locomotives and launched 132 ships, totaling 3,000,000 horse-power—the greatest driving force ever produced in a year by any city in the world."

Postoffice records show that approximately 1,400,000,000 pieces of outgoing mail matter were handled in Philadelphia in 1919. This is an average of about 3,800,000 pieces for each working day of the year.

"If all these pieces of mail matter carried some facts about Philadelphia, every city, town and hamlet in the United States and virtually every commercial centre of importance in the world would get the message," says the Chamber of Commerce. "And in many cases the message would be repeated thousands of times."

"The leading hotels and restaurants in the city have already adopted the plan by printing on their menus the Chamber of Commerce slogans. Ultimately, we hope to interest every one of our members in the plan."

A special committee of advertising men, associated with the Poor Richard Club, is aiding the propaganda work. The committee has in mind also an international advertising campaign in which the city authorities will be asked to take part by municipal appropriations to buy space in the national and foreign newspapers and magazines.



Developed for speed!

The ambitious son of a cart-horse never wins in the great race—only thoroughbreds dominate there. Through many generations the Mimeograph has been trained for speed. It might print even better than does a fine engraver's press, but it would not command the place it does in the business world of today were it not for the remarkable rapidity of its delivery. With it the inspiration of this hour becomes the business-building power of the next. Five thousand splendid reproductions of a letter, or other typewritten sheet or drawing, is its customary hourly output—forty and more thousands a day. A means of saving those two most important things—*time and money*—for you, as for thousands of others! Send for booklet "Q-7" today—from A. B. Dick Company, Chicago—and New York.





An artist can produce a very good picture.

But more than artistic ability is required to make the best of the picture in an advertising way.

Advertising knowledge and experience—intelligent direction, based on the agency's and the advertiser's plans—are equally as important as the ability to illustrate.

It is these essentials which are so well supplied by the Wilfred O. Floing organization.

WILFRED O. FLOING COMPANY

1316 Garland Building

CHICAGO

Is New York Really a Difficult Market?

That Depends Upon Many Things, Including a Proper Realization of
Father Knickerbocker's Buying Whims—Something About
a Much-Feared Territory

By W. Livingston Larned

WHEN a manufacturer grits his teeth and determines to test out either a new product or new theories concerning an old product, he is cautioned not to attempt to conquer worlds all at once, but first to "try it on the dog"—which is theatrical idiom for sampling a limited area, without spilling all the beans.

He casts longing eyes in the direction of New York; for New York, like Paris, has a way of leading the styles, both in merchandise and—plays. If the metropolis O.K.'s an idea or an article, it is more than apt to succeed "on the road."

Of course New York is pretty much of a big sampling room. There are always so many strangers in town from most everywhere, that advertising reaches a far greater audience than the apartment house cave-dwellers or the suburban gypsies, who trek back and forth every day. Buying habits are acquired in New York.

The planning of advertising for a new line is always precarious. Like everything else in life, a certain amount of preliminary skirmishing and experimenting is necessary. Established lines have a way of devising entirely new methods of exploitation, and these schemes must be tried out, somewhere.

"Don't come into New York with a campaign unless you have a fat appropriation and are prepared to use large space," is a popular saying—and superstition; "the old town is too busy and too preoccupied to notice you if you fish with small worms. It takes shark bait to get the New York market."

Now this isn't altogether true. Advertising history records any

number of successes that have been established with minnows on a small hook. As always, however, it depends upon the basic idea of the advertising. Quality, plus cleverness, always tell, whatever the product. We have mentioned plays; one of the biggest theatrical successes of the current season was born of unknown actors, in a tiny theatre, far from the beaten path of the playgoer. New York will follow an ideal to the uttermost ends of its great citadel. It will go down blind alleys and up side streets; it will take a taxi to Third Avenue if somebody is delivering the goods. That's the fine thing about New York; its buying tastes are altogether democratic. Contrary to popular belief, it plays no favorites. New York, say what you will, is a shrewd buyer. The Century theatre, with millions back of it and scenery enough to ornament Mars, came one cropper after another, while a little group of amateurs, inspired by a gorgeous ideal, turned 'em away in droves somewhere due south of the last stepping-off place.

JUST ANOTHER REAL MARKET, BUT MORE THAN A MARKET

This reference to plays and players is not without its merchandising significance. The same rules hold good. You can sell New York if the product is right, if it is needed and if it is properly advertised. Nor are full pages necessary.

One thing is certain, however; results cannot be obtained haphazard. Your idea must be mothered every step of the way. The successes mentioned were the result of intensive personal supervision. There were people right here on the ground, studying both

the market and the stores. New York is accustomed to discrimination. Everybody with anything worth while brings it to New York to sell. That holds true in the case of talent as in merchandise. New York can buy better Florida oranges than are on sale in Florida. Paris fashions are first approved by New York. If California puts up a special marmalade, it is served at its choicest on New York tables. This sort of talk will not please Chicago, but the West has its special lines of predominance and need not be jealous in the least. We once heard a Chicago man say that he detested coming to New York because it was so difficult for him to leave.

When planning an attack upon the metropolis, then, the manufacturer should sit down and ask himself a few very pertinent questions. Does New York need what I have to sell? Is she supplied with a better article at the present time? Do I actually want to sell the goods or am I after prestige? What about my distribution? Is that all attended to in A-1 shape? Will I be able to secure this distribution along broad-gauge lines and is my field force competent? If you want to anger a New Yorker, advertise something and then permit him to go hungry for it. He will ask for it once and once only.

There are charts showing New York's population and its characteristic racial definitions. Quite a remarkable chart it is, too. Study of this chart shows your market and its scope. You can stick a pin through entire territories that you will never reach, even though you publish a newspaper yourself and use all the space for advertising. And New York is consumed by small vanities and large fads. Once win New York over to a vogue and she will stand by it until the lower regions freeze over; that is, until she discovers something a little better. But that isn't New York's fault.

An analysis of the campaigns that have won the big city's sup-

port shows that they were all studied out with Napoleonic skill. There was generalship behind the attack. It was considerably more than mere "advertising." If there is one territory that demands specialized copy, it's New York. She can be won along sentimental lines. This has been proved, time on time.

"When in Rome, N. Y., speak as the Romans do," said an advertising man once, who was preparing a small-town dealer series, and had that section on his list. New York prefers to be spoken to in her own language. Her vocabulary and her buying instincts and habits are unlike any other city we know. Men are entrusted with a prodigious amount of buying. The average housewife, living far up town or in a suburban village, tells Hubby to bring home such-and-so. Sometimes he ventures the responsibility on his own. The large department stores and grocery establishments are crowded with men between those nervous minutes that mark quitting time and the train home. The New Yorker is a slave to his newspaper. He frequently buys several of them and reads them coming and going. He prides himself on keeping track of any advertising that is of moment.

THE PARISH SPIRIT

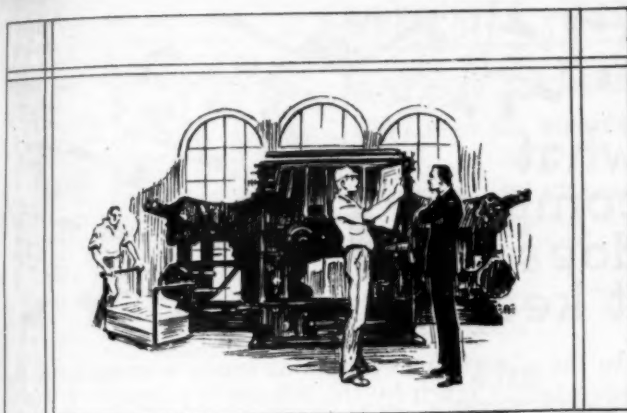
We have mentioned the fact that conspicuous successes in advertising of nationally distributed lines are steeped in localism. We mean that. Explain to a family in New York that this or that new form of prepared milk is better for his health and he is not particularly interested. But tell him that the product will help him solve the high cost of milk or the impudence of the service, and he lends you his ear. During the summer months, no local clothing retailer or haberdasher goes in for quality of material talk. He throws out a gentle hint that, on the week-end vacation trip, if you want to "look New York" in your dress, you had best drop around for a fitting. 'Nuff said.

But suppose we glance over

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Want a million copies quick?

THE very factors that enable Isaac Goldmann Company to handle big editions with speed and perfection are responsible for the ability of this organization to handle smaller runs just as promptly and effectively.

Five thousand copies or a million—Goldmann service stands ready.

ISAAC GOLDMANN COMPANY

Printers Since 1876

80 Lafayette Street
New York City

Telephone
Franklin ~ 4520



what company does it keep ?

In the advertising section, at least, a magazine is known pretty much by the *company* it keeps.

Does THE MAILBAG keep *good company* among advertisers? Read these lists. We'll gladly let you be the judge :

Some of the representative *advertisers* who use THE MAILBAG—

American Writing Paper Co.
American Multigraph Sales Co.
Buckley, Dement & Co.
Bircher Co.
Bemis Bro. Bag Co.
Chicago Paper Co.
Crocker-McElwain Co.
Chemical Paper Mfg. Co.
Fenton Label Co.
Golding Mfg. Co.
Hampshire Paper Co.
Insurance Co. of North America
Interlaken Mills
Kenfield-Leach Co.
Letter-Pack-It System
Magill-Weinheimer Co.

Mail-O-Meter Sales Co.
Moore Push Pin Co.
National Map Co.
Sewell-Clapp-Envelope
Frank G. Shuman Co.
Seaman Paper Co.
Smart Addressing Machine Co.
Trade Circular Addressing Co.
George Seton Thompson Co.
William Feather Co.
Universal Film Mfg. Co.
Alvah Bushnell Co.
Walton & Spencer
Elliott Co.
Gaw-O'Hara Envelope Co.
Progressive Electrotpe Co.

Some of the representative *advertising agents* who place business with THE MAILBAG—

Nelson Chesman & Co.
George Batten Co.
Critchfield & Co.
Dooley-Brennan
Fuller & Smith
Gardner Advertising Co.
J. Roland Kay Co.

Lamport-MacDonald Adv. Co.
Eugene McGuckin Co.
Matos Advertising Co., Inc.
Robnett & Lardner
Chas. H. Tousain Agency
J. Walter Thompson Co.
Chas. Blum Adv. Corp'n

With the judgment in *selection* of media of such advertisers and agencies it would be practically impossible for you to go wrong—*what!*



The MAILBAG

A Journal of Direct-Mail Advertising
TIM THRIFT, Editor

1800 E. 40th Street,

Cleveland, Ohio

Eastern Manager—S. M. GOLDBERG, 303 Fifth Avenue, New York
Western Manager—W. B. CONANT, 840 State-Lake Bldg., Chicago



(7)

some of the not remote campaigns that have made special, concentrated drives on New York and see the hidden elements of appeal.

The Owen Daven-O is a nationally advertised line, yet in its metropolitan copy it touches upon a problem peculiar to this city's cramped living quarters. There is not an inch of room to spare and the advertiser recognizes it.

"The great New York idea—complete living quarters combined in one room. This bachelor, who dines at the club, Shanley's or the Automat, as the time or occasion requires, has solved his living quarters problem in a very delightful and really sensible manner. He has but one living room. Here he may entertain his friends. It is beautifully furnished—and having fewer rooms than before, he can well afford to have better living room furniture. The great surprise in this room is the bed. It is a full-sized, deep sprung, highly comfortable bed and this bed folds into the Davenport—absolutely out of sight."

The advertiser has searched out an intimate argument that fits in with a city problem, and any such campaign, therefore, starts out with an obvious advantage. There's no catch to it; we really feel that in this one Daven-O idea, there is expressed one of the more important fundamentals of New York advertising.

Another nationally advertised product is equally ingenious in selecting copy for this territory: the Kewanee Boiler Company, of Kewanee, Illinois, manufacturer of heating devices. An illustration shows a man and wife, apartment-seekers, lifting a large structure from its foundation, to examine its heating device. The text is carefully planned to appeal to both builders, owners of buildings and those who seek accommodations:

"If you put up a building for speculative purposes, you will look Old Calamity in the face if you skimp on the heating plant. And Old Calamity will be right at your heels festooned with crêpe every

WORCESTER, MASS.

ADVERTISING COMPARISONS

For First Six Months
of 1920

GAZETTE -- 285,371 inches

Second paper.....269,051 inches

Third paper.....216,656 inches

The above is Week-day advertising. It includes everything from the smallest Want Ad to the largest Display.

The "GAZETTE" LEADS!

In **DISPLAY** advertising—six days against six—the "Gazette's" **LEAD** over the Telegram (morning) was 352,982 lines; **LEAD** over the Post (evening) was 508,256 lines.

And it is **DISPLAY** advertising that brings customers into Worcester stores to Buy Goods!

National Advertising

For first **SIX MONTHS** of 1920, the "Gazette" **LEADS** the Telegram (morning) 192,822 lines—and leads the Post (evening) 449,050 lines.

June Circulation
32,709
net press run

Almost wholly **CONCENTRATED** in Worcester's immediate trading zone!

Worcester Gazette

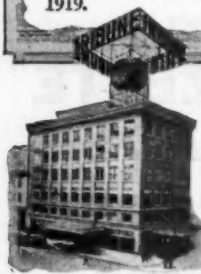
The Julius Mathews Special Agency
Boston—New York—Chicago

Oakland Tribune HOME EDITION
SUPPORT CARPENTERS OF BAY REGION VOTE TO RETURN TO WORK

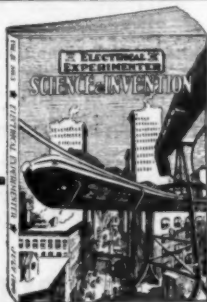
Oakland, California

¶ The fastest growing manufacturing city on the Pacific Coast. Ideal water and rail transportation make for this, together with increased labor efficiency as a result of superior working conditions.

¶ \$10,000,000 investment for new plants and enlargement of old ones during 1919.



You cannot cover Oakland and the East Bay Cities without using the OAKLAND TRIBUNE.



Another Link Forged in our Unbroken Chain of Regular Monthly Gains

The July issue, with **16,997 lines** of paid display advertising, starts the **ELECTRICAL EXPERIMENTER** off on its third year of consecutive monthly gains. For 25 months, every issue has shown a substantial increase over the corresponding month of the previous year. It will pay you to investigate the reasons behind this surprising growth.

Net Paid Circulation Over 155,000

(Rate only 80c a line)

EXPERIMENTER PUBLISHING CO.
236 Fulton St., New York City
Western Representative
J.B. FINUCAN, Hartford Bldg., Chicago

time you try to sell it. The men who buy buildings are not the boobs they used to be (note the language). More than that, old top, if that Kewanee boiler is in your new building, you will sell it ten times quicker." The text is quite lengthy but it all concerns New York and conditions here.

CAMPAIGNS BUILT TO ORDER

Take a candy product—Peters' chocolate; there are illustrations of busy New Yorkers at their desks, in suburban trains, at the ball game, nibbling this sweetmeat. And every line of the copy is written to fit the needs of Manhattan. "Starved, and too busy for lunch. Conference all morning—appointment all afternoon—no time for lunch." Father Knickerbocker grins sheepishly. He pleads guilty—that's him.

Reynier Glove advertising in New York deliberately flatters the vanity of the women of this city. "That last exquisite little touch characteristic of the well-groomed woman—gloves pleasing to the eye, soft and silky to the touch, finished in every detail; made within the atmosphere of Paris" (yes, New York wants things that are Parisian), "the wonderful city where artistic and economic images of minds the world over are gathered and combined to fashion beautiful creations for the use of cultured people. The discriminating tastes of the women of New York, and our experience, have contributed to these Reynier designs. Realizing that New York is rapidly taking its place beside Paris in fashion creation, we value suggestions as to color harmony and pattern to be embodied in future orders."

New Yorkers will smile approval at this sop to their inherent vanity—it's "good stuff."

Krystalak, which is a new dry skimmed-milk preparation, is just now bidding for New York favor. Here was a most difficult problem, for when it comes to foods or by-products of the table, the great city is peculiarly exacting, stubborn and perplexing. There is an impressive array of grocers,

"The way I figure it
The Theatre Magazine
ranks third. Congratulations!"

The business manager of one of
to-day's leading magazines wrote
this to the Publisher of the

Theatre Magazine

FOR pastime on a railroad journey he was
figuring increases in advertising gained by
prominent magazines. To my amazement he
says, "I found eight out of fifty-eight publica-
tions showed better than 100% increase."

The increase shown by
the Theatre Magazine is
over two hundred per cent!

What does this mean? It means that progressive adver-
tisers who want to address a purchasing public appreciate
the fact that The Theatre Magazine is reaching an inter-
ested, cultured, acquisitive audience.

*Advertising in The Theatre Magazine
builds prestige and brings results. A
campaign without it is incomplete.*

Theatre Magazine

Louis Meyer } Publishers
Paul Meyer }

6 East 39th Street, New York, N. Y.

Among those Present—



DR. FRANK CRANE, "The Bunk About Wage Slaves." Freedom cannot be measured in terms of ham and eggs. Dr. Crane tells why the wage system is the most equitable system for the just arrangement of society.



IRVING T. BUSH writes about "High Costs and Invested Capital." He makes some rather startling statements concerning what the established business has gained by the rise in operating expenses since 1916.



W. R. HOTCHKIN continues his fascinating advertising adventures. Could pianos be sold in a dry goods store? The carping critics sniffed. But soon Wanamaker was selling a million dollars' worth a year!



EDWIN H. REIBER was originally a chemist. His doctor ordered him out of doors. So he turned to his hobby—the study of birds. How this hobby became a national business is told by Roland Cole.

for July

21 other "how" articles with unusual illustrations

Printers' Ink Monthly

big and little, who are not given to helping the manufacturer, whatever his product. The New York grocer, as a matter of fact, like the druggist, is the busiest merchant in the world. He is accustomed to having his sales made for him in advance and his day is timed off to fractions of seconds. Do not ask him to educate the friendly inclination, but he hasn't the time.

There has been a tendency, in food products, to give a list of local dealers handling the product. We have yet to find the man who will agree that New York reads these extended lists, and they are apt to be solid chunks of small type. Nor is the grocer himself flattered to any appreciable degree. Krystalak took no chances; it went in for very large space and then, just to clinch matters, had Dr. Harvey Wiley write out a little memo of dry milk recommendation. The body of the message speaks to women where there's a chink in the armor—milk shortage and, the current high price of milk. New York understands *that*, all right!

"No need to worry now about failing milk deliveries — about mounting milk costs," is the very opening sentence. "The public has to pay for shipping tons and tons of water to New York every day (water is not present, of course, in Krystalak). The public must pay for having water hauled around in milk wagons to our doors. With labor, with shipping costs what they are to-day, no wonder fluid milk is costly."

If you would advertise your product in New York, have that which is really needed, to begin with, and discover some chatty, chummy, intimate line of approach in the advertising. Space is of secondary importance.

Poster Men Will Meet in St. Louis

The Poster Advertising Association of the United States is to hold its thirtieth annual convention at the Hotel Statler, St. Louis, July 13, 14 and 15. It is expected that five or six hundred poster advertising men and women, artists, solicitors, advertisers and others will be in attendance.

"When Seconds Count"



"Publications out on time!"

We are doing it on 101 publications now. We can do it for you. Six solid floors of service, operating all day and all night. K-L's complete organization guarantees our promise to the second.

Kenfield - Leach Company
 "Chicago's Leading Printers"
 610 Federal Street, Chicago



Parcel Post Carrier

No more wasting time, paper and salaries.

Just drop your catalog or article into its container, and mail.

These Parcel Post Carriers made from light, medium and heavy weight boxboard with sure LOCK. No WRAPPING or TYING necessary.

Ask for Samples and Prices
 MADE ONLY BY

Chicago Carton Company
 4433 Ogden Avenue 516 Fifth Avenue
 CHICAGO NEW YORK



Knowing How Makes the Difference in Printing

Getting your advertising over is sometimes a matter of perfection in the execution of the printed matter you send out.

If it's color work, gold, embossing or steel die stamped work, you may have certainty of high quality to the last detail by making our plant a part of your service.

We know how to do the difficult things in a thoroughly craftsmanlike way, with results that will please you. Our prices are never excessive.

L. Kehlmann Company
Designing—Printing—Embossing
239 West 28th St., New York City



No. 2

Graffco
TRADE MARK REG. U. S. PAT. OFF.
Clips

will save you a good deal of annoyance and some money.

for instance

when you put a Graffco Clip on a bunch of papers, whether it is one of 2 or 60 sheets, the clip is on to stay till purposely removed. It won't wiggle around and "shimmy" its way off but will hold the papers tightly with a safe, snug grip. No tearing, no mutilation.

Graffco Clips are made of rolled nicked steel. They have a patent tongue with a permanent spring, so they can be used over and over again.

Send today for free samples and prices.

GEORGE B. GRAFF COMPANY
Mfrs. of Time-Saving Office Devices
18 Beacon St., Somerville, Boston 42, Mass.

Two New York Newspapers Increase Prices

On July 1 The New York *Evening Sun* and *Evening Telegram* raised their prices to three cents. Frank A. Munsey, owner of these newspapers, in announcing this change in price said:

"This new price finds no favor with me. I have steadily fought against it in spite of increase after increase and increase after increase in the price of print paper; have steadily fought against it in spite of increase after increase and increase after increase in the wage of our mechanical and distributing departments—increased prices, too, in all other departments and in every other respect.

"Because of this abnormal cost for materials and abnormal cost for labor, the cost of producing this newspaper has advanced to a point where we are compelled to increase its selling price.

"But this isn't all. A higher price for the materials entering into the production of a newspaper and a higher wage for labor used in its production are already scheduled and the end is not yet in sight. Indeed, if these hard mounting costs don't become dizzy in the rarefied atmosphere of the upper ascent this new price of three cents will of necessity soon be a thing of history."

Penfields Buy "The World Salesman"

"The World Salesman," a monthly journal devoted to international trade, has been purchased by Roderic C. Penfield and R. Kynett Penfield, of New York, from its founder, Max Sherower.

This publication was established in 1917, and maintains its publication offices in Yokohama, Japan.

To Direct Advertising of New Automobile

D. K. Roberts, formerly with the Atlanta *Georgian* and *American*, has been made advertising manager of the Simms Motor Car Corporation, a new Atlanta company that is to make four-cylinder automobiles. He was formerly advertising manager of the New Orleans *States*.

Has Eureka Vacuum Cleaner Account

The advertising account of the Eureka Vacuum Cleaner Company, Detroit, has been put in the hands of Brooke, Smith & French, Inc., Detroit.

Rock Island Railroad With Martin V. Kelley

The advertising of the Chicago, Rock Island & Pacific Railroad will be handled by the Chicago office of The Martin V. Kelley Company.

July 8, 1920

PRINTERS' INK

147

Cut Down the Cost of Production

Gain speed, maintain quality and cut production costs by using

O'FLAHERTY'S PEERLESS MATS



They can be sent as 1st class mail gaining one to three days over parcel post—they cost less than electros—and they produce work on a par with originals.

Made by O'FLAHERTY
225 West 39th St. New York.



In Philadelphia stands a small building through whose doors have passed big people. In the passing of each is hidden a message for us.

FROM the roar and heat of giant forges supposed to crush and shrivel men into mere drudges, emerged the quaint personality whose endowment to have done more than any other one force toward spreading knowledge throughout our land.

Carnegie is simply a recent chapter of an old story, that man's surroundings make or break him—depending on himself.

In every line of human effort the details that go to make it, simple or complicated, determine success or failure—depending on how they are used.

GATCHEL & MANNING, INC.
C. A. STINSON, PRESIDENT
Photo Engravers
PHILADELPHIA

Opposite Independence Hall



*It is a pleasure for us to
announce that
FREDERICK W. HEGMAN
has joined the
staff of our Chicago Office.*

STORY, BROOKS & FINLEY, Inc.

NEW YORK
Fifth Avenue Building

PHILADELPHIA
Colonial Trust Building

CHICAGO
Peoples Gas Building

The Letter-Writing Problems of Individuals in the Organization

Temperament a Factor in Choosing the Method of Approach by the Correspondence Supervisor

By J. T. Bartlett

THEY are usually called correspondence supervisors. The word "critic" has been used, too. Either name suggests mostly the editorial or censorship activities of the supervisor, and is somewhat inadequate.

Neither rings the bell as does sales manager, used in a different field, or baseball manager, applied to a wizard of dugout and diamond.

I shall not propose a substitute here, but I am going to relate some instances out of real life to show that correspondence supervisors do much more than systematize correspondence, teach stenographers to mind p's and q's, and wean dictators from obvious letter-writing faults, like stale openings and closes, "can" used for "may," and so on.

Not in these directions only does a supervisor do very valuable work. He can, should and does. Beyond them, however, comes larger, more significant, and certainly much more interesting, work with individuals. Here the special human problem involved governs the supervisor's tactics. The object is to make of a given individual, if such be possible, a good letter-writer.

Just as the sales manager studies the individual salesman, gauging strong points and weaknesses of character, and bases his management on this appraisal, coupled with sound knowledge of human nature, so the correspondence supervisor may study individuals, too. And on the keenness of his analysis and the tact and skill with which the process of training is pursued depends ultimate success.

Concerns with goods to sell long ago learned to look at home for the raw material of clever salesmen. The "office boys" who

have become valued salesmen are legion; so also the men who have been transferred from shop to road and made good. Raw material, in the case of the salesmen, is a flower indigenous to no particular soil or clime, and the future sales star is sometimes already on the pay-roll.

A second realization business will come to, is that the raw material of good letter-writers is also right within the organization. One of the functions of the correspondence supervisor will be to discover this talent, hiding under a bushel, develop it, and start it to earning letter-writing dividends for the firm.

In working on such human problems, the correspondence supervisor both trains and manages. He becomes much more than a person who can write an exceptional letter himself, and can instantly spot a weakness in another's letter. He becomes a man who can handle others to bring out the best in them.

A PESSIMISTIC DEPARTMENT HEAD

To expect letter-writing aptitude to mature without assistance is as unreasonable as to argue the futility of training and coaching for the cub salesman. The fact is that in innumerable cases the supervision is indispensable.

Take the case of a certain department head in a Massachusetts concern.

Whether they are just born that way, or succumb to a succession of life's burdens, doesn't particularly matter, but they exist in business—the pessimists and the grouches. This man was one. The supervisor interested—a woman, by the way, Alice A. Kretschmar—got acquainted with this man first from carbons of his letters, sent her along with others. She exam-

ined his letters for several weeks before the first interview. "Grouch" was written all over them. They were so irritating and antagonistic that Miss Kretschmar, who is not easily upset, believes she would have "talked back" had she not been considering them in the abstract.

This man's letters contained most of the letter-writing faults a supervisor looks for as a matter of course in untrained correspondents, but the glaring defect was the spirit in which they were written.

The first interview corroborated the impression of the letters. This man, "to hear him talk," had the toughest and most discouraging job in the organization. You couldn't give some folks an inch or they would take a mile, he declared, and his letters had to be written on that basis. He told Miss Kretschmar candidly that she had "absolutely no conception of the situation."

The supervisor listened patiently until the whole story was out. Then, like a good salesman, she came back hard. She insisted that in spite of all this her original suggestions held good.

The "grouchy" department head wouldn't admit it.

The man's attitude was such that actual letters and mistakes made soon became a minor feature of the weekly interview. In fact, his carbons stopped reaching Miss Kretschmar, "because," he told her, "his private stenographer had forgotten to make them."

Right here the supervisor took account of stock. Here was a correspondent whose letters were daily hurting the company, yet who, outwardly, was impervious to suggestion. He refused to be shown. His apparent unwillingness to co-operate was reflected in the failure of his stenographer to supply carbons.

Like a good salesman, the correspondence supervisor will persist just as long as there is a bare chance. Miss Kretschmar knew that this man always kept his appointments with her, although others in his department often did

not, owing to an unusually busy season. This indicated that he had more interest than he was willing to admit. She determined that just as long as she had the opportunity to, she would talk about letter principles to this man, with especial reference to his own letter shortcomings.

She made no comment on the absence of his carbons, but instead, each week, having listened patiently to his pessimistic, destructive ideas, replied with optimism. She talked about spirit in letters, and other fundamentals of the good business letter. She tried to sell him on the broad idea. She managed it that he left her each week in a pleasanter frame of mind than when he entered. She diligently sowed seed, confident if she could have contact with that individual long enough, some of it would take root.

HELPED IN SPITE OF HIMSELF

Now for the sequel. This department head "saw to it" himself one day that the supervisor had some of his letters to look over. He tendered them non-committally, but to the supervisor it was a hopeful sign, as it always is when a correspondent voluntarily offers letters for examination. Nevertheless, she was hardly prepared for the transformation in them. The change was almost all that she could desire; it was far beyond her wildest hope. One after another of the supervisor's suggestions had been faithfully incorporated in the letters. Moreover, the man really had caught the spirit she wanted him to, and the absence of which formerly had been the most important defect. He was writing good business letters.

There was an interesting twist to the climax of this incident. When Miss Kretschmar complimented him on the letters, expressing her delight, he declared firmly, "I've always written letters that way!" Moreover, he stuck to that statement.

Narrating the story to me, Miss Kretschmar remarked, "The result was attained, and that was

SOLID reader value is what an advertiser obtains by using The Churchman.

This does not require proof or lengthy explanation. The character of the paper itself is the advertiser's guarantee. Where else may be found a medium that goes exclusively before the well-to-do membership of the Episcopal Church?

The advertiser may search far without finding a periodical that enjoys to such marked degree the confidence of its readers. After 115 years of leadership in its field the position of The Churchman is assured.

The far-sighted advertiser, wishing to secure a stable market for his merchandise, will not overlook the opportunity The Churchman offers.

THE CHVRCHMAN

Churchman Co., Publishers

381 FOURTH AVENUE, NEW YORK

Machinery Advertising Manager

A rapidly growing publishing organization has an unusual opening on one of its publications for a man possessing the necessary qualification.

Experience in the machinery or electrical fields essential.

This job requires that a man first be able to personally line up big business with a view of laying the foundation for an organization of live-wire salesmen.

The immediate salary will be determined by the applicant's present earning power. There is no reasonable limit to the income which the right man can develop.

Address O. J., Box 46, care of
Printers' Ink.

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what I wanted. I didn't care who got the credit."

Nearly every man who manages others appreciates the tremendous value of encouragement furnished at the psychological moment. Some men are self-equipped in this particular. Always they can seem to spur themselves on over obstacles. Many others cannot. With these latter, encouragement applied as needed will often buck them up when on the point of letting go.

The supervisor with Wilson & Co., Chicago, R. B. Newton, reduces what is involved in correspondence supervision to a nutshell of a few words. The basis, he says, is natural ability, plus a willingness to be shown.

The supervisor's job is to nurse the willingness to be shown, and to prescribe and administer the necessary diet of encouragement and direction.

Mr. Newton includes encouragement as a principal requisite in the work. I think all other supervisors will agree with him. Men aren't made into good letter-writers in a jiffy, by some magical process. There is sweat and hard work involved, and often a long pull.

Even where the supervisor has the respect and co-operation of the dictator, the working out of the human problem may be long. If it is, encouragement used at the right times and in the right way, it can be certain, will be prominently employed. It was so with a promising young fellow R. B. Newton tells about. This young fellow was not merely willing, he was eager. Incidentally, says Mr. Newton, the dictator who is too willing, or rather takes too literally the supervisor's suggestions, is as distinct a type as the man who has mumbled the same old letter phrases for so many years that he is afraid of his own voice when using new words and expressions.

"In this connection," Mr. Newton told the writer, "I recall particularly a young fellow who had more ideas in a minute than most folks have in a week. He fairly

\$15,000 POSITION WITH EXPORT PUBLICATION

1. Have you had 10 years or more experience in foreign merchandising?

2. Does your foreign advertising experience cover a period of 5 years or more?

3. Have you traveled at least 50% of the countries of the world?

4. Have you a total foreign sales record of not less than \$10,000,000?

5. Have you ever made world market surveys?

6. Are you a good executive, correspondent and student of world's trade economics?

7. State education, age, nationality and reference.

The IMPORTERS GUIDE has been published for over 16 years, and has a combined world-wide foreign merchant circulation of over 83,000. It numbers among its advertisers many of the largest American manufacturers.

Answer in detail in writing only. On receipt of your communication if you qualify, a conference will be arranged at once.

J. E. SITTERLEY

Publisher

IMPORTERS GUIDE

47 Broadway, New York

I Want to Place This Man

I am very anxious to place a former member of my agency—an able executive, keen business analyst, brilliant in sales promotion. He can plan a campaign or write good copy. Knows art, the mechanics of advertising, media, etc. He is successful in managing accounts. A pleasing personality coupled with experience and knowledge, make him particularly valuable, in an agency or as an advertising manager.

Salary is a *minor* consideration!

NOTE: Last winter this man became seriously ill. It was impossible to await his recovery. Now that he is back in harness I am unable to make a suitable opening in my own organization without displacing someone else. That is why I feel it incumbent upon me to find a place for him, suitable to his attainments and ability. May I give you his name?

Address, in confidence,
"W. E.," Box 49, care of
Printers' Ink.

radiated personality. When it came to writing letters, however, he fell down utterly.

"His letters were lifeless, so devoid of personality that they might have been anyone's letters. A suggestion concerning personality brought forth a gem of a composition, but hardly a letter to take a chance on. 'Cut it down' meant to him clipping to the bone, with perhaps a chip or two off the bone. 'Tone' produced letters much too tony, and with a suggestion of moderation he fell back into drabness."

Early results were repeatedly discouraging, and of a kind that has spelled disaster in many an individual's attempt at self-improvement. Mr. Newton worked with this man over a period of months before he got results. He kept the young fellow interested, and bolstered up his confidence.

Finally the supervisor did get results. The man learned how to write letters that contained personality, besides the other necessary qualities of a good business letter. Mr. Newton tells me that this man's weekly salary to-day, based on the kind of letters he learned to write, is comfortably on the right side of three figures.

MENTAL OBSTACLES TO GOOD LETTERS

Alice A. Kretschmar tells of a correspondent who, having considered a given letter carefully in a classroom fashion, could skillfully pick out the faults in it. Nevertheless, he wrote very poor letters himself. Studying this man, she located the difficulty. He had a mind which worked slowly, not quickly enough for ordinary dictation. She went over his letters with him, asking him questions about the subject of a particular communication. His answers brought out the fact that much that he should have written he hadn't.

The line of attack with such men, who can think clearly, yet never have learned to transmit their thought adequately to paper, is to lead them to realize that their thought, no matter how good, will not redound to the benefit of

Announcing - - -

THE REORGANIZATION, EXPANSION AND CHANGE OF
CORPORATE NAME OF

CAPEHART'S MAIKNOWN METHODS, INC.

ADVERTISING AGENTS (ESTABLISHED YEARS
AGO) WHICH WILL HEREAFTER BE KNOWN AS

Capehart-Carey Corporation

WITH OFFICERS AS FOLLOWS

CHAS. CAPEHART, PRESIDENT
JOHN J. CAREY, VICE-PRESIDENT

C. H. FREUDENTHAL, TREASURER
P. H. ALCOCK, SECRETARY

THE EXECUTIVE OFFICES WILL REMAIN AT
TIMES BUILDING, NEW YORK

THE NEW CORPORATION RETAINS ALL BUSINESS
HERETOFORE HANDLED BY ITS PREDECESSOR AND
HAS ADDED A NUMBER OF NATIONAL ACCOUNTS
WHICH WILL BE TAKEN CARE OF BY A COMPETENT
EXECUTIVE STAFF OF ABLE ASSISTANTS ALL WELL
VERSED IN THE ADVERTISING PROFESSION AND
FAVORABLY KNOWN TO THE ADVERTISING WORLD

CAPEHART-CAREY CORPORATION

New York
July First
1 9 2 0

Effective House Organ Publicity Without Cost

One of the most successful dealer house organs in the country—judged from the standpoint of good-will value created—practically pays its own way through the direct order-by-mail business it brings. The publisher—one of the largest national advertisers—considers it his most powerful publicity medium.

The editor of this trade magazine—who is not only a writer but a trained merchandiser, experienced in advertising and sales promotion work—could handle the editorial work and publication details of one or two more trade house organs on a moderate fee basis.

Address B. C., Box 47, care of Printers' Ink.

Classified Advertising Manager

A high grade classified advertising manager and executive is wanted, one who can assume active direction of a large classified advertising department on newspaper in a city with a million people. Unusual opportunities for the right man. Must be a business getter and be able to handle and direct men. Write giving references and former connections. Address W. K., Box 45, c/o Printers' Ink.

themselves and the company unless they are able to transmit it to others. The problem of good letters in this case is not primarily one of the observance or otherwise of simple rules of style, but the attacking of a bad mental letter habit.

There are undoubtedly many thousands of business letter writers who write poor letters mainly because they do not concentrate sufficiently, and attempt to write at too great a speed.

The variations in individual letter-writing problems are almost infinite. Some of the very real and damaging obstacles of dictators seem ridiculously simple when written down. There are men, for example, for whom it is almost painful to formulate thought aloud. A situation in which the removal of this difficulty would solve for a particular dictator the problem of good letters is easily conceivable.

One supervisor urges self-conscious dictators to close their bedroom door at night, and dictate letters to themselves in the mirror.

Experiences with resentful dictators who do not take kindly to suggestions are common at this stage of correspondence supervision. Probably they will always arise to test the supervisor's tact and strategy.

Early in the supervisory experience of H. N. Rasely, now secretary of the Better Letters Association, he had a difference with a man who balked at supervision. This dictator was a graduate of Yale, and had had business experience in addition. He was slow to acknowledge that he could be helped. It possibly wasn't strange. The average college graduate is going to take the position that he knows how to write a letter. At one point Rasely had "to deal rather severely" with the college man.

The situation may have looked ominous, but Rasely was able to work it out skilfully for large ends. Several years later there came an interesting sequel. Ill-health had thrown the dictator man out of work. He was getting



A New Advertising Agency

An advertising agency that believes its true function is the development of advertising accounts rather than the handling of accounts already developed.

An advertising agency that will hold sacred the standard of ethics and practice approved by the best opinion of the advertising fraternity.

An advertising agency that welcomes a thorough investigation of its character, ability, integrity and the records of its members.

An advertising agency that offers its cooperation to publishers, advertisers, other advertising agencies and allied advertising interests in every way to further the best interests of advertising.

An advertising agency that starts its career with the following evidence of good will to its personnel:

(Extracts from letter from Ruthrauff & Ryan.)

"A great many people are going to wish you well, but

nobody will be more genuinely pleased than we to see the new firm succeed in a big way.

"Nor have we any doubt that it will. You certainly have a fine sense for news in advertising, and your apprenticeship has been long and grinding.

"One stumbling block you may meet in the beginning. Since among your accounts are some that we formerly handled, it may appear that you have done what some other agency men have done in the past—taken advantage of your employment with us to take away accounts.

"But we will tell anyone interested, that it was your original intention to start from "scratch"—that you scrupulously refrained from even telling any of our clients that you were forming an agency, and that such clients as you have that were formerly ours, were turned over to you spontaneously by us—with their consent, of course.

"As I told you, refer anybody and everybody to us. You may rest assured that we will tell them in what high esteem we hold you both."

A new advertising agency—fifteen years old in experience

SACKHEIM & SCHERMAN *Advertising*
44 EAST TWENTY THIRD STREET NEW YORK

NEW ENGLAND!

The Nation's Work Shop

Here are high-priced skilled workmen.

Here are well-paid salaried men.

Here are prosperous manufacturers.

Here are the people with the greatest savings bank account per capita of any section of the country.

*The Home Daily Newspapers will win this great market for you.

"I am going to say, in a broad and general way, that the brain of man, down to this day of submarines and ad clubs, has not conjured forth another all-round medium that equals the daily newspaper. To argue this question would be as futile as to dispute with a man who claims there are icebergs in hell!"—*Bert Moscs.*

IT IS THE IDEAL TERRITORY

1. Cities close together—no long jumps for salesmen. It is only 12 hours from Bangor, Maine, to Bridgeport, Connecticut—from farthest North to farthest South.

2. Good jobbing houses. Distribution easy and accounts absolutely safe. The jobber and dealer appreciate advertised goods.

3. Results can be accurately traced. The value of the advertising Copy and Selling Plan can be determined absolutely. A trial proves your theory to be right or wrong.

Fifteen Star New England Dailies

SPRINGFIELD, MASS., UNION

Daily Circulation 49,692 A. B. C.
Population 129,338, with suburbs 425,000

TAUNTON, MASS.

DAILY GAZETTE
Daily Circulation 7,909 A. B. C.
Population 38,000, with suburbs 53,000

WORCESTER, MASS., GAZETTE

Daily Cir. Six Mos. 30,153; Mar. 31,783
Population 190,000, with suburbs 250,000

PAWTUCKET, R. I., TIMES

Net Paid Circulation 23,369 A. B. C.
Serves territory of 130,000

BRIDGEPORT, CT.

POST-TELEGRAM
Daily Circulation 46,730 P. O.
Population 150,000, with suburbs 220,000

NEW HAVEN, CT., REGISTER

Daily and Sunday Cir. 28,334 P. O.
Population 150,000, with suburbs 175,000

NEW LONDON, CT., DAY (Evening)

Daily Cir. over 10,647 A. B. C.—3c copy
Population 25,688, with suburbs 60,000

WATERBURY, CT., REPUBLICAN

Daily 10,992 A.B.C.; Sun. 11,425 A.B.C.
Population 91,410, with suburbs 100,000

PORTLAND, ME., EXPRESS

Daily Circulation 24,300
Population 69,169, with suburbs 75,000

BURLINGTON, VT., FREE PRESS

Daily Circulation 10,552 A. B. C.
Population 22,000, with suburbs 40,000

MANCHESTER, N. H. UNION and LEADER

Daily Circulation 25,375 A. B. C.
Population 78,200, with suburbs 150,000

FITCHBURG, MASS., SENTINEL

Net Paid Circulation now 9,000
Population 41,013, with suburbs 150,000

LOWELL, MASS. COURIER-CITIZEN

Daily Circulation 16,975 P. O.
Population 114,366, with suburbs 150,000

LYNN, MASS., ITEM

Daily Circulation 15,504 P. O.
Population 89,336, with suburbs 100,000

SALEM, MASS., NEWS

Daily Circulation, 18,811 P. O.
Population 43,697, with suburbs 150,000

EACH OF THE NEWSPAPERS here named is a power in its home community.

*15 Star home dailies.

on his feet again, and was looking for a position. He applied for a place by letter—the answered advertisement, by the way, was in **PRINTERS' INK**—and landed it, as advertising manager of a very prominent firm. Moreover, he was told, his good letter of application had won him the place he sought.

Right then this man sat down and wrote H. N. Rasely a page and a half letter, and thanked him for his help while a Norton company employee. Rasely had made him realize fundamental letter principles, and taught him the great business importance of the message framed just right, and he wanted to express his appreciation.

The man who thinks he can write a good business letter when he cannot—there are thousands and thousands of such in American business, blithely getting inadequate results or actually hurting their companies—is reason enough alone for the correspondence supervisor.

Men of education often are in this class. They have learned to compose a letter in school or college, but they have never studied the business letter as it must be approached, from the point of view of effect on recipient. Another member of this group is the old employee who has dictated letters for years, is "set in his ways," and believes among other things that he can write a letter good enough for anybody.

These with others are testimony to the fact that letter-writers left to themselves are not going to develop letter ability except in the isolated case. The proved ability of the supervisor to make good letter-writers out of men such as these, cleverly adapting his methods to the particular individual, is one reason why the supervision system is with American business to stay.

Joins Greig & Bloeser

Miss Viola Huster, recently with the *Chicago Tribune*, has joined the staff of the Greig & Bloeser Advertising Agency.

PORTLAND at a GLANCE

- the largest city in Maine.
- the jobbing center.
- the wholesale center. More than 100 wholesale and distributing firms located here and in the suburbs.

PORTLAND MAINE

- the financial center. Here are the greatest financial activities in the State.
- the social and the political center. Here are staged the styles and things political that have much to do with Maine's social and political events.

The EVENING EXPRESS

The only afternoon newspaper published in Portland. The recognized leader of Portland Journalism. In news, influence and advertising—The Express Leads.

The Julius Mathews Special Agency
Boston—New York—Chicago

BRIDGEPORT Connecticut

A city every advertiser
should have on his list.

POST TELEGRAM

Evening

Morning

Two papers it will profit
every advertiser to
have on his list.

I. A. KLEIN
254 Metropolitan Tower
New York, N. Y.

JOHN GLASS
Peoples Gas Bldg.
Chicago, Ill.

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Russell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. Telephone 1346-7-8-9 Murray Hill. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS.

Chicago Office: 833 Peoples Gas Building, 122 South Michigan Boulevard, KIRK TAYLOR, Manager. Telephone, Harrison 1706-1707.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager.

Atlanta Office: 1004 Candler Building, GEO. M. KOHN, Manager.

St. Louis Office: Post Dispatch Building, A. D. MCKINNEY, Manager.

Pacific Coast Office: Examiner Bldg., San Francisco; 802 Title Insurance Bldg., Los Angeles; 326 Post-Intelligence Bldg., Seattle, Wash., W. R. BARANGER, Manager.

Canadian Office: Lumsden Bldg., Toronto, A. J. DENNE, Manager.

London Office: Craven House, Kingsway, W. S. CRAWFORD, Manager.

Paris Office: 1bis Faubourg Montmartre, JEAN H. FULGERAS, Manager.

Issued every Thursday. Three dollars a year, \$1.50 for six months. Ten cents a copy.

Foreign Postage, two dollars per year extra. Canadian Postage, one dollar.

Advertising rates: Page, \$100; half page, \$50; quarter page, \$25; one inch, minimum \$7.70. Classified 35 cents a line. Minimum order \$2.75.

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EDITORIAL STAFF:
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Chicago: G. A. Nichols
London: Thomas Russell

NEW YORK, July 8, 1920.

Railroad Advertising and Morale

There is probably no more important by-product of advertising than the morale of the men who work in plants where advertised products are made.

To know that one's effort has gone into a commodity which is advertised to millions of people surely gives the workman a sense of pride in craftsmanship which is not known in the factory turning out an unbranded, unnamed product, like the mule without pride of ancestry or hope of posterity.

In no other industry is this fact

shown so conclusively as in the railroad business.

"The effects of physical neglect and waste can be remedied; the shortage of power and equipment can be made up, and financial credit through industry, economy and tireless energy can be gradually restored. But there is no alchemy in legislative enactments nor in higher rates that can restore broken morale or gather the grapes of content in a disloyal freight yard."

Mr. Slason Thompson, in the Railway Bulletin, thus deplors the loss of an asset which the railroads had before they were taken over by the Government, but which has not been returned, namely, the loyalty and morale of the personnel to its employment.

While a great deal of this lack of morale may be due to the confusion and inefficiency of Government operation during the war, and to the world-wide labor unrest, is it not also due to some extent to the lack of competition, and the absence of railroad advertising?

Co-ordination, co-operation, consolidation and the other advantages of Government ownership so widely heralded would never have given us the "Twentieth Century," the "Dixie Flyer," the "Wolverine," or other trains made famous through competition and consistent paid national advertising. The man who works for a great Government-owned impersonal railroad monopoly, it is safe to say, will never have the same pride in craft as the engineer of the "Overland Limited." Nor will Government track hands, conductors and switchmen have the pride of the men who work for the road over whose destiny the spotless and sprightly Phoebe Snow presides.

Private ownership of the railroads is making a strong effort to drag the wreck up the hill again, and it is undoubtedly a slow and hard job.

One of the hardest things to solve is the question of morale, which under competition and private ownership was the driving

force that made the past success and glory of the American railway system.

In considering whether or not they should immediately embark upon large advertising campaigns, the old owners of the railroads who are just now taking up the reins of control should consider seriously the question of morale and personnel.

There is nothing which is more important or which can be so strongly influenced by the right kind of national advertising both to the public and for selling fundamental business truths and economic laws to the men themselves.

Advertising can do a whole lot more for the railroads now than it ever did in the past. In talking over the size of the advertising appropriation, heads of the great railway systems of America would do well to look beyond the mere question of immediate rate increases or dividend payments and consider this intangible but tremendously important quality known as morale.

There is nothing that will respond so quickly or so well to the force of well thought out, well-planned advertising.

The Little Fellow's Chance

The frequent refusal of the oversold manufacturer to prepare his market for the time when he will not be oversold is one of the principal reasons for the elimination of small companies under highly competitive conditions.

During times of great general prosperity or when a new industry is expanding more rapidly than its producing capacity, there is a tendency for many manufacturers to decry the necessity for market development. "It takes all our energy to fill orders," they declare. "Why waste time and money in advertising for business that we cannot care for after we get it?"

But later, when these men do want business and are then prepared to advertise for it, they often find that it is too late. In the natural contraction that in-

evitably follows an over-expanded industry, a number of concerns are usually eliminated. Generally it is those organizations that were so busy filling orders that they did not have time to prepare for the future. Then instead of blaming themselves for their lack of vision, they console themselves by wailing, "there is no chance for the small fellow to-day."

In a recent statement, S. M. How, general sales manager of the Haynes Automobile Company, bursts the sob of the defeated little fellow. The motor-car business has been passing through a long period of almost continuous prosperity. The demand for cars has been nearly always outstripped the supply.

In anticipating what the future of the industry will be, Mr. How draws his conclusions from what happened in other fields. In the first flush of its success, many new concerns come into every popular industry. After the first boom subsides, a process of elimination takes place, with the result that the business is concentrated among a comparatively few strong houses. It is the public alone that is responsible for this, suggests Mr. How. It invariably gives its patronage to those concerns that retain its good will. The organizations that are surviving to-day in every old industry are there because they have demonstrated, through service, their fitness to survive. "The many other concerns which had equal opportunities at the start," concludes the general sales manager of the Haynes company, "failed to compete because they did not build for permanence, nor did they prepare for that inevitable time when supply meets demand and the process of elimination follows."

It is always that way. A few months ago many men in the textile business would have laughed you to scorn if you suggested the advisability of building for the future. "We're hopelessly oversold," would have been their retort. To-day they are begging for orders. Here as elsewhere those concerns that will be eliminated, whether big or little, are

those that were the most indifferent to the value of market insurance.

**The Correct
Department
for the Product**

Time and again well-planned advertising campaigns have almost gone to smash on the rocks of overlooked details in the merchandising scheme. One of these small, yet important, factors is that of getting merchandise displayed in the proper department of the retail store. It is wholly possible that the entire success of a campaign will depend on this single selling angle. W. B. Simmons, president of the Futurist Company, of Chicago, whose merchandising story was told in the June 17 issue of *PRINTERS' INK*, is a firm believer in the necessity of watching this closely. When he was taking the very first orders for "Athleetas," as the underwear was then known, it was stipulated that they were to be put in the knit underwear department rather than with the lingerie. The reason was that amid the lingerie it might be lost. Or, at any rate, it would be but one of many garments of that type. With the knit wear, however, it has a forceful individuality and gives the Futurist a much broader market.

No doubt not a few manufacturers would find upon investigation that lagging sales in certain stores are the result of some such experience as that had by the Corning Glass Works, makers of Pyrex ware. Here was a line of cooking utensils which, although heavily advertised and capable of filling a definite need, failed to respond in a satisfactory way to the urge of a strong sales and publicity campaign. Yet the product itself was right, there was a real demand for it and the advertising was well planned.

For some time sales went along in a desultory fashion. Something was wrong somewhere. It was only when an investigation into the buying habits of the housewife was begun that the cause of the trouble began to show itself. Then the entire problem was found to be merely a mis-

understanding as to the correct department and store in which such products as Pyrex ware should be sold. Pyrex ware, it should be stated, looks something like glassware. In use, however, it is not. Rather, it is in the same class as aluminum or porcelain cooking utensils, and for that reason should be sold in the same place as such ware.

Naturally, when a housewife wanted to purchase Pyrex ware she expected to see it on display in the same place as the other cooking utensils. Due to the incorrect ideas existing relative to the nature of the article, however, it was to be found in most cases only in crockery stores or the glassware section of department stores. When this condition was corrected by having the ware placed where women, through force of habit, expected to see it, everything went smoothly.

And there is another angle to this proposition. Quite often it is possible to increase sales by getting the product displayed in more than one department. For example, paint is called for not only at the hardware counter but also in the housefurnishings division. Or Mr. Suburbanite, when purchasing some seeds or agricultural implements for his garden, might also be reminded of his need for a can of paint should he see it on display at the time. Or the enthusiastic camper is likely to recall that his canoe can stand a painting when buying paddles.

Some retailers are going to great lengths in grouping merchandise so that the sale of one article suggests another displayed close by. This movement can be turned into good account by the manufacturer. Of course, unless watched, it is also likely to harm others, should it result in taking out an article from its correct department. This can be controlled, however. The main point is to see that the product is placed where consumers usually look for such articles.

J. J. Finlay, formerly with the copy department of the Erwin Wasey & Co., Inc., of Chicago, is now with Stavrum & Shafer, Inc., of the same city.

LIFE { Gee. Bee. Are. 1908-July-1920

In July 1908 we said
“Watch LIFE.”

The month of July just
closed shows the largest
record of advertising of any
month in LIFE'S entire
history.

We repeat in July 1920—
Please watch LIFE.

The advertiser is protected
by our policy of limited
size publication—52 pages
total.

Gee. Bee. Are.

LIFE'S Advertising Manager, 31st St., West, No. 17, New York.
B. F. Provandie, Western Mgr., Marquette Bldg., 1537, Chicago.

George Creel

and every other publicity man knows that millions of dollars are wasted annually because copy—good copy—the best that money can buy is not intelligently placed.

And you know, too, that most of the splendid ads prepared by expert writers and illustrated by skilled artists are

All Wasted—All Lost

on millions of readers who might see and read them if they were more scientifically displayed.

Some of your money is going this way unless you learn how to insure the greatest possible advantage in the position you select for the message you would give the reader.

Save Cost and Increase Returns

The editor of one of our National Monthly Magazines has devised a system of publicity service that will yield a greater return on your present appropriation, thus saving the cost represented by waste. He has written a little book in which he shows how the system can be applied. The edition is limited to 800 copies.

A copy will be sent without cost to the advertising manager of any firm whose advertising appears in any of the National Monthlies or Weeklies. But hurry—before the edition runs out. Simply write

F. W. HARVEY, JR.
180 North Wabash Avenue
Chicago, Ill.

July 8,

JU

VOL

Review
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JULY MAGAZINES

VOLUME OF ADVERTISING IN
MONTHLY MAGAZINES(Exclusive of publishers' own
advertising)

Standard Size

	Pages	Lines
Review of Reviews	117	26,208
World's Work	117	26,208
Harper's Magazine	102	22,992
Scribner's Magazine	85	19,214
Atlantic Monthly	83	18,655
Century	55	12,460
St. Nicholas	32	7,312
Munsey's	30	6,720
Wide World	19	4,312
Bookman	15	3,353
*Current Opinion	11	2,464

*Reverted to standard size.

†July-August issue.

Flat Size

	Columns	Lines
American Magazine	373	53,385
Red Book	255	36,561
Cosmopolitan	249	35,649
Sunset	172	24,790
McClure's	129	21,983
Physical Culture	146	21,002
American Boy	99	19,888
Photoplay	133	19,160
Hearst's	104	17,685
Boys' Life	78	13,410
Success	82	11,731
Everybody's	76	10,950
Boys' Magazine	36	6,143
*Metropolitan

*July issue omitted.

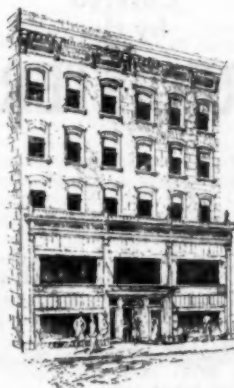
WOMEN'S MAGAZINES

(Exclusive of publishers' own
advertising)

	Columns	Lines
Ladies' Home Journal....	406	81,293
Vogue	523	81,215
†Pictorial Review	281	56,320
Harper's Bazar	242	40,679
Woman's Home Companion	190	38,100
Fashion Art	129	21,707
Holland's	114	21,604
McCall's	105	21,078
†People's Home Journal..	93	18,600
Modern Priscilla	78	13,295
Mother's Magazine	60	10,370
†Today's Housewife	44	8,936
People's Popular Monthly.	43	8,278
Green Book	56	8,061
Needlecraft	34	6,426
*Delineator

In moving **CURRENT OPINION** to its own building there is a reflection of the new publishers' faith in the potential growth and strength of this magazine.

The new building, larger than its present needs require, represents the publishers' confidence in the worth of **CURRENT OPINION** as a reader publication and the consequently increasing importance it will assume as an advertiser's publication.



CURRENT OPINION BUILDING

48-50 WEST 47TH STREET

NEW YORK CITY

NEW HAVEN - CONNECTICUT

Population
162,390

(1920 Census)

And very few cities in the United States with so large a population are so thoroughly covered by ONE PAPER as

NEW HAVEN

Connecticut's
Largest
City
is
Covered
by the

REGISTER

The recognized leading paper; circulation nearly as large as any TWO other New Haven papers COMBINED; many thousands larger than the nearest paper. Leads in prestige and influence; leads in every class of advertising, whether Display or Classified, whether Local or National.

For the entire year of 1919 the "Register" carried over FIVE MILLION MORE lines of advertising than the next nearest paper.

New Haven Register

The Julius Mathews Special Agency
Boston—New York—Chicago

Columns Lines

*Designer & Woman's Magazine
*Good Housekeeping

*June issue omitted. ‡June-July issue.
†July-August issue.

MONTHLY MAGAZINES CARRYING GENERAL AND CLASS ADVERTISING

(Exclusive of publishers' own advertising)

Columns Lines

Motor	567	95,256
Motor Life	503	79,474
System	356	50,960
Vanity Fair	258	40,910
Country Life	238	39,984
Popular Mechanics (pages) ..	168	37,632
House & Garden	177	28,078
Arts & Decoration	164	27,958
Popular Science Monthly ..	169	25,736
Field & Stream	172	24,695
Electrical Experimenter ..	121	17,857
Motion Picture Magazine ..	124	17,782
Outers'-Recreation	115	16,522
Theatre	94	15,792
House Beautiful	92	14,198
National Sportsman	95	13,585
Outing	91	13,079
Outdoor Life	76	10,869
Forest & Stream	68	9,736
‡Illustrated World (pages) ..	41	9,304
Asia	67	9,246
Association Men	65	9,170
†Rotarian	54	8,011
*International Studio	48	6,790
Extension Magazine	34	5,610

*June issue. †New page size. ‡July-August issue.

VOLUME OF ADVERTISING IN CANADIAN MAGAZINES

(Exclusive of publishers' own advertising)

Columns Lines

MacLean's (2 June)	360	63,144
Canadian Home Journal ..	112	22,538
Western Home Monthly (June)	123	22,140
Canadian Courier (2 June) ..	119	21,674
Everywoman's World	101	20,316
Canadian Magazine (pages) ..	65	14,672

VOLUME OF ADVERTISING IN JUNE WEEKLIES

(Exclusive of publishers' own advertising)

Columns Lines

June 1-7	Columns	Lines
Saturday Evening Post ..	463	78,709

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WE are very much pleased with the results we have received from advertising in your publication. Although the main purpose of our advertising is to increase the demand on dealers, yet every advertisement in your publication has brought us more orders from individual purchasers in total amount than the cost of the the advertisement."

Taken from a letter recently received from a National Advertiser.

The following table of contents for July shows why Physical Culture holds the interest of its more than 200,000 readers.

Table of Contents—July Physical Culture

Bernarr Macfadden's Viewpoint	Dr. Frank Crane
The Cure of Suicidal Mania	Richard M. Winans
From Cripple to Athlete—Senator Fernald's Story	H. B. Galatian, M.D.
Don't Be Skinny!	Juan Melendes Orcaasitas
The Regeneration of a "Big Slob"	Alan Calvert
Who's the Strongest Man?	Rufus W. Gaynor
The "Inside of Sleeping 'Outside'"	Helen A. Wattles
The Soul's Crucible	Bernarr Macfadden
Owning Our Bodies	
Physical Culture Pictorial	
How to Eat Vitamines	Alfred W. McCann
Dust Out Your Lungs	Edwin F. Bowers, M.D.
A Mother's "Keep Fit" Program	Margaret Louise Keenan
How to Make Whole Wheat Bread	Milo Hastings
Motherhood Among the Eskimo	Helen Cadzow
The Fun of Learning to Swim	L. deB. Handley
Physique Pictorial	
A Business Girl in Honolulu	Rose Heather
What Would You Do in This Case?	Carl Easton Williams
The Desk Worker's Efficiency Problem—My Solution	Hamilton M. Laing
A Girl's Fight for Happiness	G. E. F.
I Thought I Had a Liver	Questions from Health Seekers
Love Finds a Way	Editorials By Our Readers
A Teacher's Message to Teachers	Reading as a Brain Developer
What Kind of an Old Age Are You Preparing For?	Summer Drinks That Are Nourishing
High Heels and Low Vitality	\$3,000 for the Best Novel
A Forum for Physical Culture Girls	Living the Physical Culture Life

PHYSICAL CULTURE

"The Magazine That Makes Good on Keyed Advertising"

119 West Fortieth Street,

New York City

O. J. ELDER, Business Manager

Sam. M. White, Advertising Manager

Western Representative

CHARLES H. SHATTUCK

770 Peoples Gas Bldg., Chicago, Ill.

New England Representative

METZ B. HAYES

Little Building, Boston, Mass.

	Columns	Lines		Columns	Lines
Literary Digest	276	41,968	Youth's Companion ...	18	3,756
Town & Country	176	29,675	American Legion	12	1,826
Collier's	145	24,792	Churchman	11	1,599
Life	74	10,400	Nation	10	1,518
Outlook	61	9,099	Judge	8	1,151
Leslie's	53	9,094	June 29-30	Columns	Lines
Christian Herald	45	7,810	Outlook	20	2,901
Scientific American	42	7,217	Totals for June	Columns	Lines
Independent	46	6,644	Saturday Evening Post ..	1,834	311,820
Youth's Companion	21	4,222	Literary Digest	1,072	163,073
American Legion	17	2,510	†Town & Country	539	90,711
Churchman	14	2,018	Collier's	520	88,404
Nation	14	2,017	*Outlook	280	41,220
Judge	13	1,824	Leslie's	187	31,943
Scientific American	187	31,922	Life	219	30,745
Christian Herald	171	19,220	†Forbes	109	18,615
†Independent	123	17,621	Youth's Companion	81	16,230
American Legion	75	10,847	Churchman	52	7,291
Judge	41	7,010	Nation	48	6,849
Nation	9	1,264			
June 8-14	Columns	Lines			
Saturday Evening Post ..	473	80,552			
Literary Digest	299	45,451			
Town & Country	211	35,546			
Collier's	136	23,292			
Forbes	65	11,208			
Outlook	57	8,452			
Scientific American	46	7,977			
Life	52	7,312			
Leslie's	40	6,958			
Christian Herald	37	6,318			
American Legion	28	4,109			
Independent	28	4,053			
Youth's Companion	13	2,600			
Judge	16	2,240			
Churchman	15	2,108			
Nation	9	1,264			
June 15-21	Columns	Lines			
Saturday Evening Post ..	455	77,484			
Literary Digest	270	41,099			
Town & Country	151	25,490			
Collier's	118	20,164			
Outlook	88	13,079			
Scientific American	55	9,365			
Christian Herald	54	9,267			
Leslie's	52	8,780			
Life	53	7,426			
*Independent	48	6,924			
Youth's Companion	28	5,652			
American Legion	16	2,402			
Nation	14	2,050			
Judge	12	1,795			
Churchman	11	1,566			
June 22-28	Columns	Lines			
Saturday Evening Post ..	441	75,075			
Literary Digest	227	34,555			
Collier's	118	20,156			
Outlook	52	7,689			
Forbes	43	7,407			
Scientific American	43	7,358			
Leslie's	45	7,111			
Christian Herald	34	5,825			
Life	39	5,534			

*June 21 and 28 combined.

RECAPITULATION OF ADVERTISING IN MONTHLY CLASSIFICATIONS (Exclusive of publishers' own advertising)

	Columns	Lines
1. Motor	567	95,256
2. Ladies' Home Journal ..	406	81,293
3. Motor Life	503	79,474
4. Pictorial Review	281	56,320
5. American	373	53,385
6. System	356	50,960
7. Vanity Fair	258	40,910
8. Harper's Bazar	242	40,679
9. Country Life	238	39,984
10. Woman's Home Comp. ..	190	38,100
11. Popular Mechanics (Pages)	168	37,632
12. Red Book	255	36,561
13. Cosmopolitan	249	35,649
14. Arts & Decoration	164	27,958
15. Review of Reviews (pages)	117	26,208
16. World's Work (pages) ..	117	26,208
17. Popular Science Monthly	169	25,736
18. Sunset	172	24,790
19. Field & Stream	172	24,695
20. Harper's Mag. (pages) ..	102	22,992
21. Canadian Home Journal ..	112	22,538
22. McClure's	129	21,983
23. Fashion Art	129	21,707
24. Holland's	114	21,604
25. McCall's	105	21,074

Boys and Responsibility

IN our day (we are bald-headed now and assume that you are or ought to be) if you had been asked to pick out a boy with a sense of responsibility, like the farmer who saw a giraffe for the first time, you would have said, "Gosh, there ain't no such animal." Trying to make a boy realize his responsibility then was like trying to mix oil and water.

Times and boys have changed considerably. Through the agency of the Boy Scouts the youths of our land are responsible individuals now. In testimony of this we want to call your attention to the fact that 300 boys in their 'teens, Boy Scouts, have just set sail on a government transport for Europe to represent the United States at the International Scout Jamboree in London. Just think of it! Like as not the "old folks" in our day (speaking from the standpoint of baldheads again) would as leave have left the red bull

loose in the door yard as to have sent a boy in his 'teens to Europe, even under the best of leadership. In both cases it would look as though you were borrowing trouble and hoping to get a lot of it without interest.

But to-day's boy is different. He has a full realization that he is a substantial part of the community. He feels his responsibility and holds himself ready for any task not beyond his years. When 300 boys were needed to represent this country abroad, from every state in the Union, fine up-standing chaps stepped out ready to uphold the nation's honor in contest with 31 other countries of the world.

Certainly if the nation is ready and willing to place its confidence in these fine, clean chaps among the Boy Scouts, you can ill afford to overlook them in your advertising. You need their interest as much as you need the friendship of their parents.

BOYS' LIFE



THE BOY SCOUTS' MAGAZINE

The Quality Magazine for Boys

200 FIFTH AVE.
NEW YORK

203 SO. DEARBORN ST.
CHICAGO

Member ABC

"PRINTERS' INK'S" FOUR-YEAR RECORD OF JULY ADVERTISING

GENERAL MAGAZINES

	1920	1919	1918	1917	Totals
American	53,385	39,949	24,156	19,753	137,243
Cosmopolitan	35,649	31,217	24,671	21,938	113,475
Red Book	\$36,561	\$28,976	\$16,313	8,716	90,566
Review of Reviews	26,208	26,432	15,824	16,623	85,087
Harper's Magazine	22,992	23,128	19,199	19,282	84,601
World's Work	26,208	23,744	16,451	17,251	83,654
McClure's	21,983	22,030	11,255	18,671	73,939
Sunset	24,790	16,532	12,705	16,786	70,813
Scribner's	19,214	19,946	11,673	12,840	63,673
American Boy	19,888	16,064	11,551	12,369	59,872
Physical Culture	\$21,002	\$19,431	\$10,522	7,611	58,566
Atlantic Monthly	18,655	18,465	9,976	9,684	56,780
*Metropolitan	19,926	15,232	19,209	\$54,367
Hearst's	17,685	14,534	11,134	10,384	53,737
Photoplay	\$19,160	\$16,134	\$9,625	4,584	49,503
Motion Picture Magazine	\$17,782	\$14,335	\$11,086	5,717	48,920
Century	12,460	16,824	8,754	9,689	47,727
Everybody's	\$10,950	\$12,087	\$9,472	9,090	41,599
Boys' Life	13,410	10,745	7,033	6,967	38,155
St. Nicholas	7,312	7,840	6,367	8,017	29,536
Boys' Magazine	6,143	6,546	5,351	7,675	25,715
Munsey's	6,720	7,266	5,999	3,885	23,870
Current Opinion	x2,464	2,912	3,064	2,998	11,438
	440,621	415,063	277,413	269,739	1,402,836

*Issue omitted. †3-year total. ‡Changed from standard to flat size. xReverted to standard size.

WOMEN'S MAGAZINES

Vogue (2 issues)	81,215	64,068	48,019	55,798	249,100
Ladies' Home Journal	81,293	48,078	36,245	33,784	199,400
*Pictorial Review	56,320	36,042	18,254	21,471	132,087
Harper's Bazar	46,679	32,088	24,595	23,344	120,706
Woman's Home Companion	38,100	40,400	20,704	19,760	118,964
xGood Housekeeping	34,838	23,921	25,241	\$84,000
xDelineator	30,619	19,536	15,563	\$65,718
McCall's Magazine	\$21,078	\$17,800	\$15,674	9,663	64,215
**xDesigner & Woman's Magazine	27,240	15,558	14,052	15,680	\$56,850
*People's Home Journal	18,600	9,319	6,483	8,244	42,646
Modern Priscilla	13,290	12,432	7,606	7,040	40,368
**Mother's Magazine & Home Life	10,370	7,943	7,060	8,260	33,633
Needlecraft Magazine	5,426	5,322	3,414	4,133	19,295
	367,371	366,189	247,069	246,353	1,226,982

‡New page size. xJuly issue omitted. †3-year total. *July-August issue. **The two magazines now combined.

CLASS MAGAZINES

System	50,960	43,038	31,693	37,875	163,566
Popular Mechanics	37,632	33,376	22,395	27,355	120,758
Vanity Fair	40,910	30,430	18,945	25,816	116,101
Country Life	39,984	25,536	18,905	22,545	106,970
Field & Stream	24,695	21,691	13,910	17,624	77,920
Popular Science Monthly	\$25,736	\$20,002	14,148	16,593	76,479
House & Garden	28,078	12,806	10,428	13,318	64,630
Theatre	15,792	12,313	9,371	8,640	46,116
National Sportsman	\$13,585	\$13,106	8,806	10,578	46,075
Outing	\$13,079	\$11,064	\$10,490	8,769	43,402
House Beautiful	14,198	7,348	5,218	7,453	34,217
International Studio	3,757	3,922	4,088	*11,767
	304,649	234,467	168,231	200,654	908,001

*3-year total. †Changed from standard to flat size.

WEEKLIES (4 JUNE ISSUES)

Saturday Evening Post	311,820	271,208	*200,359	*191,981	975,368
Literary Digest	163,073	144,468	*96,568	*88,875	492,984
Collier's	\$88,404	\$69,312	\$60,579	*81,709	300,004
Town & Country	\$90,711	\$65,380	\$49,074	\$51,916	257,081
Leslie's	31,943	43,628	38,756	34,675	149,002
Scientific American	\$31,922	\$32,858	\$32,574	*28,010	125,364
Outlook	*41,220	31,529	20,646	26,091	119,486
Life	30,745	27,710	17,768	20,690	96,913
Christian Herald	29,220	23,140	12,779	12,675	77,814
†3 issues.
*5 issues.	819,058	709,233	529,103	536,622	2,594,016

‡Smaller page size.

GRAND TOTALS 1,931,699 1,724,952 1,221,816 1,253,368 6,131,835

**UNKNOWN IN 1916
FOREMOST IN 1920**

That is the brief history of the

STANDARD ADVERTISING REGISTER

The most complete service of its kind in the advertising field.

Used daily by hundreds of publishers, agencies, special representatives, lithographers, sign and novelty manufacturers, commercial art studios, printers and engravers, advertising solicitors and a multitude of others who have something to sell to the advertising departments of the 10,000 big national advertisers.

Let us show how we can be helpful to you.

Our First Subscribers are still with us

NATIONAL REGISTER PUBLISHING CO., Inc.

1901 TIMES BLDG.

NEW YORK CITY

The Little Schoolmaster's Classroom

THE Schoolmaster wonders if members of the class have noted the sharp decline in the use of trade-mark advertising characters. Five years ago they were all the rage. Advertisers thought of some queer pictorial figure as a tie-up for all campaigns, before they thought of almost anything else. It was in this period that PRINTERS' INK noted the rapid increase in the number of these characters—a new one was born every week, it seemed.

There are few newcomers at this writing, and the ones that were so popular a while ago are used less and less. They may not be discarded altogether, but they are not made the feature of the display, as they were a while back.

Reproductions of characters are frequently made so tiny as to be almost indistinguishable.

Now what has brought about this strange change of advertising ideas? The Schoolmaster has heard several explanations and all of them appear feasible, natural, logical.

We were having entirely too many trade-mark characters. Advertising was glutted with them. They began to bear a too strong resemblance one to another. Children were the most popular, and it was only by change of costuming that variety could be secured.

Another explanation is given: gradually, inexorably, advertising has reached the stage in world events where it must get down to business and sell goods. And the way to sell goods in advertising is to show them and explain them. A trade-mark character really does neither thing. It is merely a picture to attract attention, an identification tag.

* * *

It amuses the Schoolmaster to follow the schemes of certain sales managers in the handling of men, particularly solicitors, business-getters, order-handlers. In

one office the tendency grew for these chaps to "hang out" too much around the office. They did not get out and hustle. The social side was in the ascendancy.

Whereupon the sales manager deliberately dispensed with solicitor desks and chairs. In point of fact, the nature of their business did not require desks. It was growing too easy for the men to come in, flop down, and busily scribble on paper to "kill time."

There was one big general room, presided over by the sales manager himself. His desk was there and there were other chairs in this room. When a solicitor returned to the office, this was his hat-hanging emporium. And it was rather uncomfortable for him to do much loitering here, if he did not bring an order as an excuse.

Another idea—a big board, covering one entire wall. Every salesman was given a card. They were eyeletted and their names typewritten upon them. It was a case of positions of honor. The man whose card led the procession was the man who had the best day's record. And the cards changed position daily. It was a real incentive to get out and hustle.

The personal humiliation of being last or nearly last on the list was a good business-day tonic.

Still another sales manager offered a weekly prize for the first man who brought in an order from an entirely new source—a customer never on the company's books before.

* * *

Repetition is a wonderful force. Any number of people have called the Schoolmaster's attention to a series of gigantic painted signs, just outside of Grand Central Station, advertising a certain Turkish bath institution.

These signs are exceedingly simple in design.

Their outstanding novelty is a

\$1000.00 PRIZE FOR A PRODUCT TO MANUFACTURE

A leading manufacturer of intricate and accurate stampings, screw machine work and mechanisms made therefrom will pay \$1000.00 to the person submitting plans for a product to be manufactured, if the product is adopted by the manufacturer.

Do not waste your time submitting plans for products which cannot be manufactured as mentioned above.

No product will be accepted for which the demand is less than \$500,000.00 per year.

Address C. A., Box 44, care of Printers' Ink.

ARTISTS

A well known studio in New York desires artists who have done commercial work appearing in national magazines; must understand the human figure in color and black and white. Salary \$5,000 to \$8,000. Write, stating qualifications, to "S. T.," Box 41, c/o Printers' Ink.

Want to Change?

To a man who feels his efforts and results somewhat obscured by the machinery of a large agency we are prepared to offer an attractive connection. We are a small, rapidly-growing, recognized agency. We think we're good fellows. We have room for one clean, energetic, American Type of man who controls high-class accounts and wants to get where he can grow with them.

As to the class of accounts we prefer technical, dealer paper, newspaper and mail order. Of course, we don't bar the big-time stuff, but the fellow who has it probably wants the earth—and is getting it elsewhere. It's quality business we want and not quantity—most of all, the right type of associate. Address N. D., Box 43, care of Printers' Ink.

series of short explanatory phrases, one to a board, and each phrase repeated at least six times.

Thus, following the name of the concern, will appear the statement:

"Sleep there all night.

"Sleep there all night.

"Sleep there all night."

Then the same thing is repeated on the other end of the board. The constant reiteration of an idea, a sentence, a thought, has given marked individuality to the campaign.

Strange, too, how the eye is attracted to these boards, because of this simple expedient.

* * *

"To my way of thinking," said an advertiser to the Schoolmaster, while the latter was visiting an up-State factory, "the most important part of any business organization is the Trouble Finder."

The Schoolmaster was as perplexed as he was interested.

"We have in our factory here," the gentleman continued, "a very efficient department, with its own scientific apparatus, its own staff

GEORGE SETON THOMPSON CO.

*Direct Advertising—Sales
Promotion Plan, Design,
Text and Production*

608 So. Dearborn St., Chicago



Watch our Power Farming articles in the August, 1920, to March, 1921, issues inclusive, written exclusively for us by E. A. White, Research Engineer.

CORN BELT FARMER
Des Moines, Iowa

P. S.—Adaptability of Tractors, Autos and Stationary Engines discussed.

More than 6800 merchants handling "counter specialties" in the Philadelphia territory subscribe to the

RETAIL ~~and~~ LEDGER
Twice a Month; Sub. \$1.00 a Year

Opportunity—

A million dollar concern, established sixty years, conducting a nation-wide business, requires two exceptionally able salesmen. Men of character, big of vision, gifted with imagination, accustomed to earning large incomes, and who may be interested in an opportunity to become an associate of one of the most successful selling organizations in this country.

We are not looking for employees, but rather seek those with sufficient confidence in their ability to sell a difficult project on a profit-sharing basis.

If you will invest a few weeks' time and expenses to acquire a selling knowledge of our business, and can finance yourself in the field, we will give you the same opportunity as others to whom we have paid from \$10,000 to \$25,000 annually. The renewals give permanency and a steadily increasing income.

Our business is solely with banks and trust companies and involves practically continuous traveling in a limited area. If you are the type of man we want you will know the sort of letter to write us. It will be strictly confidential, so you may be as explicit as you wish.

Address "C. S.," Box 42, care of Printers' Ink
185 Madison Avenue, New York

Market News

A Monthly Trade Paper

FEATURING 3¢ to \$500 MERCHANDISE

What have you to market that can be retailed from 5¢ to \$5.00?

Glad to work with you on merchandising and advertising possibilities. We reach only well-retailed merchants.

438 BROADWAY, NEW YORK CITY

THE MAILBAG

A Journal of Direct-Mail Advertising



APRIL - 1920

The DIRECT-MAIL "HOW"

is answered in this monthly journal of direct-mail advertising. Articles from those who have had practical experience with letters, booklets, circulars, enclosures, house organs, etc. How to Write Letters that \$1.00 Will Buy; How to Collect Money by Mail; How to Conduct a Real Year Follow-Up; How to Use Mail Salesmen—these and similar subjects covered. If you want to keep abreast of the latest in direct-mail work—if you want the biggest dollar's worth you ever bought, send your subscription NOW.

MAILBAG PUBLISHING CO.
1803 E. 40th St. Cleveland, Ohio

P

POSTAGE

The 25c monthly magazine that tells how to transact business by mail—Advertising, Selling, Collecting, Catalogs, Booklets, Circulars, Letters, Office Systems, Money Saving Ideas. Since 1916 the official magazine of The Direct Mail Advertising Association. 6 mos. \$1; 1 year \$2.

POSTAGE 18 East 18th St., New York City

THE RICHEY DATA SERVICE

The July Bulletin—sent you without cost—tells you how you can have the latest data on sales, advertising and business conditions for instant pocket reference. Ask for it.

THE RICHEY DATA SERVICE
403 Meridian Life Building, Indianapolis, U.S.A.

SPOT CASH

WE BUY

Job Lots, Close-Outs,
Discontinued Stocks, etc., in
all lines. No quantity too large.
Quick Cash for bargains.

Send Samples and Full Particulars
BANKIN HOLLISTON FRANK
FANTUS BROS., 571 S. Dearborn St. CHICAGO

WE BUY ANYTHING

Howell Cuts

for house organs
direct mail and
other advertising

ask for proofs

Charles F. Howell • 507 Fifth Ave. • New York

A MAN!

A COPYWRITER—and more—an advertising executive of ideas, of force and of personality.

A man who would become an integral part of a young, virile agency.

Thoroughly seasoned in advertising from the viewpoint of the agency, the publisher and the manufacturer.

Address M. B., Box 40, P. I.

Mail Order

ART DIRECTOR

with 13 years' experience with two of the largest mail order houses in New York.

Is an executive, an exceptional man on ideas, layouts and production.

Has a complete mechanical knowledge of printing, paper and all methods of reproduction.

Has managed an Art Dept. with a staff of 40.

Age 32. Married. Employed at present. Will consider leaving New York.

J. P., Box 48, Printers' Ink.

MONEY MAGNETS

"Facts sell goods". I write powerful money-getting letters, circulars, and booklets based on common sense and a sound knowledge of human nature—no jazz stuff. University graduate; age 37. Years of experience in N. Y. and Phila. Money back if not "delighted".

TAYLOR, 721 (a) Connel Bldg., Scranton, Pa.

Pallen's New Double

"Master" Mail Order Device

Enclosed with your circulars in an envelope, will produce the same high percentage of cash orders, per thousand mailed, as Pallen's TRIPLE "Master" Mail Order Device. Write for samples, particulars and prices.

J. PALLAN & CO., Columbus, O.

We know what, when and where the students buy.
We can put college paper advertisers in touch with the dealers they buy from.

CSAA

Collegiate Special Advertising Agency, Inc.

523 Fifth Avenue, New York Established 1913

Chicago Office:—110 So. Wabash Avenue

and its chief of operations. He is the Trouble Finder.

"It is the business of this department to inspect all of the raw material that comes into the plant, and then, in turn, inspect the completed product as it goes out. Every so often, a case is deliberately removed from the shipping rooms, broken open and put under the microscope, examined scientifically. It is laid open and operated upon.

"Little elements of carelessness are apt to creep into manufacture every so often, despite factory care. You can never be quite sure.

"But here is the point I really wanted to make. A lot or part of a lot of goods that are not just correct will undo an entire national advertising campaign—will undo, in fact, the prestige of years.

"Women never forgive a piece of poor merchandise. They may have used a certain article for a generation. They may have seen it used by mothers and grandmothers, but just let a poor package come through, give faulty service, and—presto! It's all off. They take it for granted that the manufacturer is cheapening his line, letting up on quality, etc. And they switch to another make. I have seen twenty cases of widely distributed goods cause irreparable damage to the business prestige of a house that did not really deserve the rebuke."

GOOD PRINTING—CHEAP

A Few Money-Saving Prices

1000 4-page Folders, 3 1/4 x 6 1/4 in.	\$10.00
Each additional thousand	3.50
1000 4-page Folders, 4 x 9 in.	12.50
Each additional thousand	4.50
1000 4-page Folders, 6 x 9 in.	16.00
Each additional thousand	6.00

FREE—our large package of samples
ERNEST A. FANTUS CO., Printers
525 So. Dearborn St., Chicago

BAD DEBTS AND FEDERAL TAXES

Bad debts play an important part in computing your Federal taxes. We have prepared an interesting letter on the subject, which is sent upon request to those interested.

AMERICAN ADJUSTMENT CO.,
405 World Building, New York City

Stock Ownership for International Harvester Employees

The International Harvester Company will set apart out of this year's earnings, provided favorable action is taken by the stockholders at a meeting to be held this month, an extra compensation fund for employees to be distributed in the proportion which the actual earnings of each employee for the year bear to their aggregate earnings. The fund will amount to 40 per cent of the company's profits for the year in excess of 7 per cent upon the invested capital in the business of the company and is for the benefit of employees not working in any managerial or executive capacity. Those who are employed in a managerial or executive capacity will share in like manner in a similar fund one-half as large.

The extra compensation funds are to be distributed, as nearly as possible, one-half in cash and one-half in stock. The employees who are employed in a managerial or executive capacity will receive common stock at par and the other employees will receive preferred stock at par.

"This plan for extra compensation and stock ownership for the employees," says Harold F. McCormick, president of the company, "akin to a profit-sharing plan, is the result of many years of close study by the directors and officers of this company. It is their judgment that this plan, if adopted and put into operation, will strengthen the cordial relations existing between the company and its employees and will be of great and lasting benefit to both the employees and the stockholders of the company."

R. J. Seaman Succeeds P. J. Coughlan

P. J. Coughlan, formerly advertising manager of the "Kansas Citian," the weekly publication of the Chamber of Commerce, Kansas City, Mo., has just been made advertising manager for the Outlet Store of the National Cloak & Suit Co., at Kansas City. R. J. Seaman, formerly of the Burger Engraving Co., Kansas City, is his successor on the "Kansas Citian."

McCREADY

Advertising

if you'd like
more business
ring *Vanderbilt 139*

T. L. McCready
18 East 41

IN
LOS ANGELES
IT IS THE

EVENING HERALD

MEMBER A. B. C.
Government Circulation Statement
April 1, 1920

134,686

*Largest Daily Circulation in
the West*

REPRESENTATIVES

New York: Chicago:
Lester J. Clarks, G. Logan Payne Co.,
604 Times Bldg. 432 Marquette Bldg.

Concrete

New Telegraph Bldg. Detroit, Mich.

will send without obligation a book of carefully collected data on "Motor Trucks in the Construction Field." See page announcement in last week's **PRINTERS' INK**.

A. B. C.

A. B. P.

Population 66,138 Trading Centre for 100,000

Brockton, Massachusetts. The Great Shoe City filled with workers and winners. Earning millions in wages. Paper established 1880

Brockton Daily Enterprise

Printing 19,000 Daily

Flat Commercial rates 6½ cts. per line, 91 cts. per inch

Afternoon Paper, Sells for 2 cents

Averages nearly 2 pages of want advertisements



Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost fifty-five cents a line for each insertion. No order accepted for less than two dollars and seventy-five cents. Cash must accompany order.

First Forms Close Friday Noon; Final Closing Monday Morning

HELP WANTED

ARTIST—Colorist and figure work for high-grade lithographic art requirements. Address A. W. Hutaf, Vice-President of Einson Litho, Inc., 71 West 23rd St., New York.

WANTED

ARTISTS—PHOTO RETOUCHERS
HOWARD-WESSION-CO.
ENGRAVERS
WORCESTER, MASS.

A nationally known illustration studio would like to communicate with a high-grade sales representative to serve clients already on our books. All replies will be held in strict confidence.

Studio located in Detroit, Michigan. Address Box 457, Printers' Ink.

Salesman to sell treasury stock with growing manufacturing concern making candy specialties. Straight commission basis with a bonus. Men of the calibre which we want will make from \$5,000 a year up and will be given places on the regular sales force as soon as the stock is sold. Box 451, Printers' Ink.

ADVERTISING MANAGER

Well-established trade paper will consider applications for an advertising manager. Want a man to take complete charge of the advertising. One who can produce results. An attractive arrangement will be made with the right man. Address in confidence. Box 421, P. I.

A CAPABLE LAYOUT MAN

We want a layout man capable of preparing semi-finished dummies for submission to clients. Experience in direct-by-mail valuable, but not imperative. Our man must be able to "get" an idea quickly and interpret it graphically. Permanent position with fastest-growing direct-by-mail service in America. Location, live middle-western city. Submit samples, stating experience and salary required. Box 427, Printers' Ink.

Excellent Opportunity for Advertising Salesman

A seven-day New York State paper has an attractive opening for a reliable, capable advertising salesman for the local field. The right man will bring advertising and selling experience to handle increasing responsibilities and to warrant rapid advancement. Write fully, enclosing photograph, to Box 433, P. I.

Circulation Manager—To take complete charge of circulation department of several well-known trade publications. Must be energetic, systematic, experienced, a good letter writer and a hard worker. Good salary, pleasant surroundings and bright prospects. Give full particulars in replying. Box 449, Printers' Ink.

Wanted—A young man as assistant to President of Large Edition Printing Plant. Man who has had some experience in the printing business and some selling experience will be given preference. Position offers big opportunities to the right man. In your application state age, whether married or single, experience and salary required. Address The Curtiss-Way Co., Inc., Meriden, Conn.

ADVERTISING MANAGER

A LARGE CONCERN WITH A NATIONALLY ADVERTISED LINE AND NATIONAL DISTRIBUTION HAS AN EXCEPTIONAL OPPORTUNITY FOR AN ADVERTISING MANAGER WITH SELLING EXPERIENCE. NOT SEEKING A COPY WRITER, BUT ONE WHO CAN OPEN UP NEW SELLING FIELDS. MUST HAVE ORIGINAL IDEAS. STATE AGE, EXPERIENCE AND SALARY EXPECTED. ADDRESS A. M., BOX 453, PRINTERS' INK.

We DESIRE TO EMPLOY A HIGH-GRADE SALESMAN IN THE CAPACITY OF ASSISTANT SALES MANAGER. We want a man of pleasing personality, initiative and constructive ability. In fact, quite generally experienced, preferably in canned goods and dried fruit. He must be able to equip and handle retail salesmen; be a good correspondent; not too old to adjust himself to new surroundings and be willing to work hard. To such a man the possibilities in this position are limited only by his ability. We are willing to pay the price for a man who can qualify. We offer congenial surroundings with a growing organization. If you can stand the acid test, address PICKRELL & CRAIG CO., INC., Louisville, Ky.

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WANTED—Salesman capable of earning \$200.00 or more week selling art service to retailers. Will consider drawing account against commissions to salesman selling our service exclusively. Reply in confidence stating territory traveled and give full particulars as to experience. Box 440, Printers' Ink.

Circulation Manager

who can get renewals by mail. Must have had successful experience either on a farm paper or on the country edition of a daily. Ours is a farm magazine with 750,000 subscribers, and this is a real opportunity with unlimited possibilities for a man who is big enough to handle this circulation and get direct-by-mail subscriptions. Give age, previous work and present salary. Replies treated strictly confidential. Address Box 423, care Printers' Ink.

ADVERTISING MANAGER

The man we are looking for will not only control and manage our advertising department, but will devote most of his time and energy to sales promotion work.

Not a mere copy writer, but an important executive who will make honest and truthful advertising interesting and productive. Write in detail and confidence to

Department Aaaa
BLOOMINGDALE BROS., Inc.

59th-60th St., Lexington to 3rd Ave.

ARTIST

Leading agency in manufacturing town of 150,000 population with established reputation desires the services of an A-1 Artist. A good visualizer, capable of drawing up successful advertising campaigns. Prefer young man with agency experience. Give details first letter as to age, experience, references, amount of present salary and salary desired. To receive prompt attention samples must accompany application. Application held strictly confidential. Box 459, P. I.

Wanted—To solicit Advertising Trade Publication. Write full details of residence, age, experience, salary, commission and drawing account necessary. Box 442, care Printers' Ink.

A REAL COPY MAN

We want a man who can write human, forceful copy. Direct-by-mail experience imperative; preferably in the marketing of manufactured products. Should know something of dealer-development work. Layout ability not essential. Permanent position with the fastest-growing direct-by-mail sales organization in America. Location, live middle-western city. Tell us what you have done and the salary you require. Box 428, Printers' Ink.

MISCELLANEOUS

HOUSE ORGANS — MARKET LETTERS — PROSPECTUSES — FINANCIAL, COMMERCIAL WRITING, PRE-EMINENCE 30 YEARS. GILLIAM'S BUREAU, BOSTON, MASS.

Printing Plants and Businesses

Bought and Sold
Printers' Outfitters
CONNOR, FENDLER & CO.
New York City

EUROPEAN OPPORTUNITIES

Attorney going to Europe in August on important assignment, can handle other business. Can investigate markets, secure agencies or manufacturing rights to new products. Excellent references. Address Box 422, Printers' Ink.

Magazine partner wanted, 45,000 copies already issued. Partner to put in \$5,000.00, become treasurer and take active part in work. Magazine devoted to principles of new Universal Movement, rapidly increasing in interest throughout the world. Present editor and owner to remain in active service. Address Magazine, 415 Madison Avenue,

FOR SALE—A new Duplex Tubular Plate Press in 16-page Frames with Folder, capacity to print 4, 6, 8, 10 or 12 pages and to which can be added units up to 24 pages, pages of 7 columns 13 ems or 8 columns 12½ ems in width, length of columns 21¼, sheet cut 22¾, width of webs 16¾ and 33 inches. A complete stereotyping equipment is offered with the press. Immediate delivery can be made at present market price. Box 431, Printers' Ink.

FOR SALE FLORIDA DAILY

For domestic reasons, the owner of what is conceded to be the best-paying little daily, in the state of Florida, is now on the market, for quick sale. Netting between \$5,000 and \$6,000 a year. The paper is located in one of Florida's most charming cities, on the water. \$12,000 cash and the balance on terms takes it. Must be disposed of quickly. Write Box 425, Printers' Ink.

POSITIONS WANTED

ARTIST—Now employed. Figure man with advertising experience, illustrator in all mediums desires change offering greater advancement. Box 438, Printers' Ink.

EXPERIENCED ADVERTISING MAN University education, M.A. degree, writer of strong sales-appeal copy, salary subordinate to opportunity. Box 454, Printers' Ink.

Superintendent or Foreman in job or commercial plant; eighteen years' experience. Location preferred in Southern Michigan, Indiana or Ohio. Address Box 420, care Printers' Ink.

ADVERTISING MAN

Four years with large manufacturer, former newspaper editor, 30 years old, married, university graduate. Salary not less \$3,600. Box 456, Printers' Ink.

Advertising Man; keen exponent modern, forceful adv.; familiar all branches; producer of results; age 32; now adv. mgr.; will consider substantial position as assistant. Box 455, Printers' Ink.

COPY AND IDEAS—Everybody must start: Columbia copy trained, 27, now employed, five years' business experience, sales letters that work, ideas, copy and layouts. Can I grow with you? Box 432, Printers' Ink.

WORTH TRAINING

I want to learn advertising and my desire is backed up by a nose for news, a college education and determination to make good. Box 434, Printers' Ink.

Advertising salesman, long experience, high standing, now manager New York and Eastern office Western publications, seeks new connection due to consolidation. Office available if wanted. Details in confidence on request. Box 441, Printers' Ink.

**ADVERTISING MANAGER
AGENCY COPY CHIEF**

A Technical Man of Wide Experience
\$5,000
Box 430, Printers' Ink

RESEARCH

Experienced Engineer, college graduate, thoroughly trained in merchandising and finance, available for research work in an agency or publication. Address Box 445, PRINTERS' INK.

Advertising Manager

Eleven years' advertising and sales experience with three nationally known concerns whose goods I have sold in many states to people with wide ranges of interests, by mail, by display advertising and by personal contact. I have ideas—lots of them. College and university education, age 37, married. Salary \$6,500. Box 450, PRINTERS' INK.

EXPERIENCED, VERSATILE magazine-newspaper writer (26) desires berth as editor or assistant on magazine house organ or trade journal. University graduate. Box 439, Printers' Ink.

Assistant to Advertising or Salesmanager
Age 23. Five years' agency experience; one year selling newspaper space. References. Available immediately. Box 458, Printers' Ink.

AN ADVERTISING EXECUTIVE

Young woman, several years' agency and publication experience, thorough knowledge, art, engraving, printing, layout; forceful writer, sales planner; available in New York or vicinity. University graduate. Moderate salary. Address Box 437, Printers' Ink.

ADVERTISING MANAGER

Want to change to the South or West. Ten years' Newspaper experience and two years' Magazine. Advertising Manager at present of the largest Class Publication of its kind in the world. Have made it a paying proposition in six months. Box 447, Printers' Ink.

Allaright!

If you prefer to get out Kabibble booklets, circular letters and house organs, I can't help you. But if college training, long newspaper experience and punch-in-print can serve you, here in New York, write Box 446, PRINTERS' INK.

Circulation Expert

High-grade, forceful man with the vision to see and power to execute, seeks responsible connection after September 1st.

Successful record with nationally-known publications; magazines—farm papers—trade publications. Possesses intimate knowledge of government and A. B. C. circulation requirements and has the ability and experience to thoroughly analyze your circulation needs and build production along lines approved by forward-looking advertisers.

Will consider only broad-gauge connection, requiring all-around knowledge publishing and where remuneration will be in keeping with calibre of man. Write covering essentials. Box 452, Printers' Ink.

**ADVERTISING MANAGER OR
AGENCY MAN**

Six years in agency work, as plan and copy man, later in executive capacity, handling national accounts. Salesman and promoter for manufacturing concern. Age 32; excellent health. First class recommendations. New England location preferred. Ask about No. 10772. Let us send you our bulletin of advertising men available for agency and manufacturing field. No charge is made to employers. Registration is free. FERNALD'S EXCHANGE, Inc., Third Nat'l Bank Bldg., Springfield, Mass.

Young advertising man with agency, manufacturing and newspaper experience desires change. College, Alexander Hamilton and "Hard Knocks" training. References, 635, Y. M. C. A., Oklahoma City, Okla.

Advertising Manager

with sound engineering education, experienced in electrical, automobile accessory and railway supply fields, seeks new connection as Advertising Manager for manufacturer of technical product. Box 426, Printers' Ink.

TO INCREASE SALES

Part time Sales & Adv. Executive. 19 years' experience—practical, energetic, ambitious PRODUCER. Charges reasonable—based on actual RESULTS delivered.

Begins with Complete PLANS—Trade Mark—packages & DOES everything needful to Creating More Sales at Same cost. Results immediate—Satisfactory to any business man.

Box 424, Printers' Ink.

I have just completed a high-class national publicity and advertising campaign, and desire permanent position with an advertising agency or corporation in or near New York City requiring high-grade of publicity. Am experienced in writing circulars, pamphlets and newspaper copy and have a thorough all-around experience in newspaper work. Can show samples of work done of unusual quality. Box 444, care of Printers' Ink.

Sales Manager Available Soon

Age 34; married. Well-grounded selling and sales management experience covering fifteen-year period.

Conservative, constructive, practical, efficient. Has enviable record in choosing, developing, handling and holding salesmen.

Has greatly increased capacity of sales force of which he now has charge. Has developed by sound tactics field existing at time he took charge. Has decreased sales costs.

Experienced in Agricultural Implement and Dairy Equipment lines. Prepared to invest in sound, well-managed proposition.

Seeks interview with principals willing to pay \$4200.00 and commissions on profitably increased business. Box 436, Printers' Ink.

I shall be glad to hear from a progressive company which needs a young woman copy-writer or house-organ editor. I am a college graduate; now writing advertisements, editing sales organ and employees' organ for large manufacturing company. Box 435, Printers' Ink.

ARTIST

wants part or full-time position in New York. Brilliant effects in striking posters that compel attention. Realistic treatment of still life that lends tone and dignity to advertising. Exceptional figure work. Box 443, Printers' Ink.

ADVERTISING MAN with established, successful record as solicitor, branch office and advertising manager, now engaged, seeks to find and place himself in the right position. Experienced in general, class and export fields; large acquaintance New York and Eastern territory and West. Highest credentials; letters confidential. Box 429, P. I.

The South

offers the best future to the manufacturer with a local sales manager in the field. I cover sixteen Southern States, have well-appointed office and want an account paying \$10,000 or more yearly after July 1st. Adams, 926 Empire Bldg., Atlanta.

WANTED

Business manager for a chain of trade papers. Must be in a position to purchase \$20,000 stock interest of retiring business manager. This is an unusual opportunity for man of clear vision who can measure up to ability and financial requirements. Give full particulars as to past connections in replying. Address Box 448, PRINTERS' INK.

Bulky packages and bundles of letters received in reply to keyed advertisements must be accompanied by sufficient postage to forward to the advertiser.

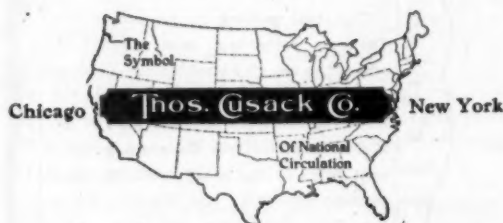
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Let's Go!

The only people who
are "not ready" for
Outdoor Advertising
are those who are
not ready for more
business.



From

The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

of July 1, 1920

TRIBUNE ADDS 30,000 READERS IN TWO DAYS

Now Above 450,000; Leads in U. S.

In the two days since the other Chicago morning paper, the Herald and Examiner, advanced its price to 3 cents THE TRIBUNE has experienced a remarkable increase in its daily circulation in the city. In fact, the growth in demand for this newspaper is so significant that it seems worthy of mention here as a matter of public interest.

Gain Is Phenomenal.

The total earning circulation of THE TRIBUNE yesterday was 451,829, of which the net city circulation—Chicago and immediate suburbs—was 292,850. In round numbers this is a gain of 30,000 within the two days since the 3 cent price of the other morning paper became effective. On Monday morning THE TRIBUNE's net sales were 420,543, of which number 265,484 copies were city circulation.

With the total paid circulation of 451,829, reached yesterday morning, THE TRIBUNE has by far the largest circulation of any morning newspaper in the United States.